



FALCON CLUB OF AMERICA
P.O. Box 113
Jacksonville, AR 72076

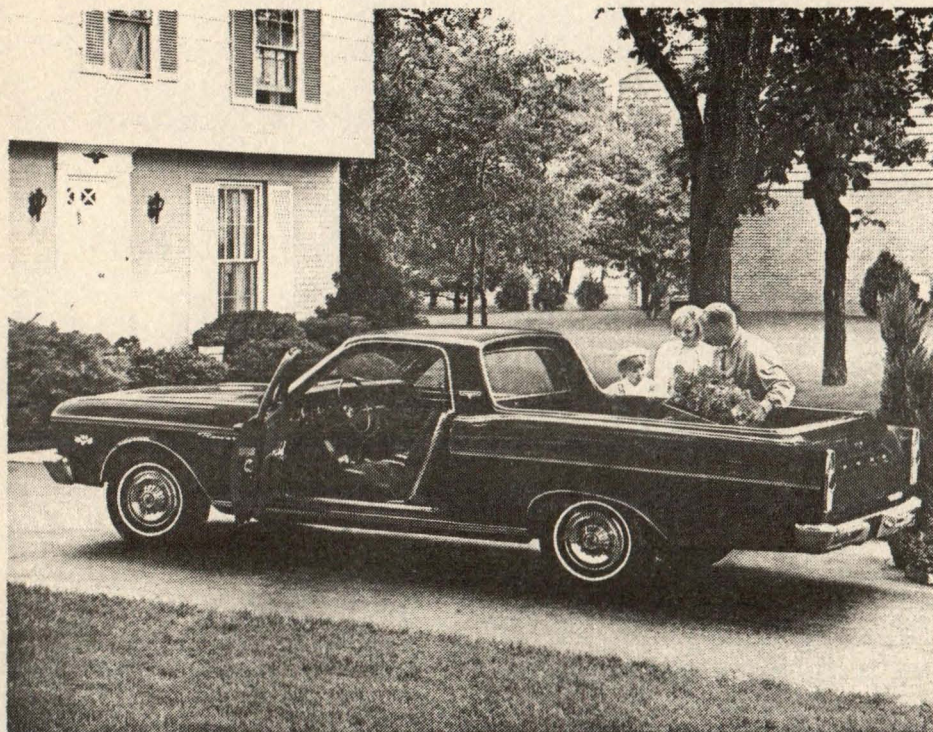
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Sword, Roy E
404 Erving Ridge Loop
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The newsletter dedicated
to Falcon lovers
... everywhere!

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The *Falcon* News



RANCHERO! All-new luxury!

Vol. 10, No. 10

May 1989

THE FALCON CLUB OF AMERICA, INC. is a non-profit organization dedicated to preserving the FALCON automobile built by the Ford Motor company from 1960 to 1970. Roy E. Sword founded the world-wide club in 1979. It is incorporated under the laws of the State of Arkansas. Yearly dues to The Falcon Club of America are \$15.00 (\$20.00 outside the United States), and are payable to: The Falcon Club of America, P.O. Box 113, Jacksonville, AR 72076.

THE FALCON NEWS is published monthly with information from its members. All ads must be sent to the Editor by the 10th of the month, with a limit of 2 free ads per member per issue (limit of 50 words per ad). Each ad must appear in a different section of the classified ads. The FCA will not be held responsible for errors. Legitimate errors will be corrected in the next issue when requested.

FALCON CLUB OF AMERICA OFFICERS

President: Roy E. Sword, P.O. Box 1564, No. Little Rock, AR 72115. (501) 982-1029.

Vice President: Jim Hatcher, 8301 W. 92nd Terr., Overland Park, KS 66212.

Secretary: Ruby Throgmorton, 2108 Memorial Dr., Jacksonville, AR 72076. (501) 982-3260.

Treasurer: Jimmie D. Throgmorton, 2108 Memorial Dr., Jacksonville, AR 72076. (501) 982-3260.

Club Store Manager: Ellen O'Dell, 417 Valley View, East Alton, IL 62024. (618) 259-3052.

Editors: Bill & Kathy Woodell, Rt. 4, Box 536, Searcy, AR 72143. (501) 268-1470 or 268-8574.

Assistant Editor: Roy E. Sword, P.O. Box 1564, No. Little Rock, AR 72115. (501) 982-1029.

Partsmaster: Charles Digiacoia, 1010 N. Hickory, Paris, AR 72855.
Gerald Gasser, 73 Rose Lawn Ave., Fairport, NY 14450.

Chapter Coordinator: Tom O'Dell, 417 Valley View, East Alton, IL 62024. (618) 259-3052.

BOARD OF DIRECTORS (Number of years in term)

Ken Kowalk, 6138 Long Hwy., Eaton Rapids, MI 48827. (517) 663-4263 (5).

Tom O'Dell, 417 Valley View, East Alton, IL 62024. (618) 259-3052 (4).

Steve Springer, 10113 Vaquero Trail, Austin, TX 78759. (512) 335-8776 (3).

Rick Dilks, 307 N. Castle, Paola, KS 66071. (913) 294-2599 (2).

Fleming Horne, 7645 Memphis-Arlington Rd., Memphis, TN, 38134. (901) 386-5894 (1).

REGIONAL DIRECTORS

EASTERN: Russell Hoeksema, 4519 56th St. W., Bradenton, FL 33507. (813) 792-0282.

NORTH CENTRAL: David Humes, P.O. Box 16, Oakwood, IL 61858. (217) 354-4825.

SOUTH CENTRAL: Dwayne Barber, 2424 Oak Grove Dr., Plano, TX 75074.

MOUNTAIN: Ray Roberts, 12272 W. Atlantic Dr., Lakewood, CO 80228.

PACIFIC: Charles N. Johnson, 15236 - 118th Ave. N.E., Bothell, WA 98011 (206) 488-9184.

The Falcon Club of America Newsletter is printed and published by Bill's Printing, Searcy, Arkansas.

OTHER CLUBS OF INTEREST

The Ford Falcon Club of San Diego, P.O. Box 2156, Spring Valley, CA 92077.

The Ford Falcon Club of Los Angeles, 1163 Coolfield Drive, Covina, CA 91722.

Fairlane Club of America, 721 Drexel Ave., Drexel Hill, PA 19026.

The Ranchero Club, 1339 Beverly Rd., Portvue, PA 15133.

Comet Club, 5878 Hobe Lane, White Bear Lake, MN 55110-6466.

The Super 60's Ford Club, 10220 Loretta Ave., Cleveland, OH 44110.

Lower Mainland Falcon Owners Assoc., 13868 90th Ave., Surrey, BC, Canada V3V6L1.

THE FALCON CLUB STORE

Falcon Club of America T-Shirt (short sleeve, white/red trim)	
Adult - S, M, L, XL; Child's - M, L	\$ 7.00
T-Shirts (white w/screen print colored pictures) 60-63 or 64-65 or Early Rancheros or 65 Rancheros S, M, L, XL	7.00
T-Shirts - Falcon fender drawing on front, back fender drawing on back (silver, yellow, ecru, blue) S, M, L, XL	9.00
Sweatshirt (grey, navy, maroon & red trim-FCA logo) give 2nd choice on color S, M, L, XL	13.00
Golf shirt w/pocket, collar/FCA logo (royal blue, red gold) give 2nd choice on color S, M, L, XL	13.00
Ladies' Golf Shirt (pink, yellow, white/red trim, white/navy trim) S, M, L	13.00
Hat (mesh ball style w/FCA patch or winter weight) red	6.50
Convention Booklets (1981-1987)	each .50
Books: 1960/62 Reproduction Shop Manual (includes V-8)	30.00
FALCON/Ray Miller (hardcover 320 pages)	40.00
Ford Falcon 1960-1970 (100 pgs. 180 ill.) Collection of articles from automotive magazines	14.00
Ford 1903 to 1984 (9 x 11) 384 pgs. (32 in 4-color)	15.00
1963 Falcon Sprint road test (8 pgs. 18 ill.)	4.00
Decal-National Club (for window)	1.25
Patches: National Club patch (3" round)	2.25
Ford Falcon (oval, blue & gold)	2.25
FALCON (rectangular, red & gold)	2.25
Jacket Patch FCA (9" round)	6.00
RANCHERO (rectangular 1" x 4")	2.50
FALCON with year (60 thru 70 plus 63½)	3.50
Memo Pad (FCA imprint)	.50
Ball Point (FCA The New Size Ford Imprint)	.75
Falcon Fender Cover (24" x 47" w/Falcon imprint)	16.50
Key Fob (leather w/Falcon medallion)	2.50
Poster (24" x 36") 28 color pictures of Falcons	5.00
License Plate (Falcon Club of America-white/red letters)	4.50
License Plate Frames (FCA logo)	each \$6 or pair 11.00
Sign-Metal-Printed	
"Falcon Parking Only"	12.50
"Parking for My Falcon Sprint"	12.50
Bumper Sticker (I (heart) My Falcon) new vinyl	2.00
FCA Pin/Hat Tack	3.00
Pins/Hat Tacks: All pins	each 2.50
Futura Script (Silver)	Falcon Bar (red/white/blue) Large
Ranchero Script (Silver)	Falcon Bar (red/white/blue) Small
Sprint Script (Silver)	Silhouette of 1960-63 Ranchero
Falcon Script w/year (Silver)	Silhouette of 1963 Hardtop
(1960-1970)	Silhouette of 1964-65 Hardtop
289 Sprint V	Futura Bar (red/white/blue)
260 V	Bird Emblem w/year (red,white,blue)
289 (white/blue)	(1960-1967)
289 V	Ford #1 (red/white/blue)
Ranchero Bull Head	Ford Motorsport (white square)
LIMITED EDITION BELT BUCKLE (oval FALCON)	10.00
Can Coolers	2.50
New 1½ hour Video of Conventions & Regional since 1981	12.00

POSTAGE IN THE U.S. Please add \$2.00 • PLEASE STATE SIZE
Canada & foreign orders please send money order (U.S. dollars) and include \$3.00 postage. Please make checks and money orders payable to Falcon Club of America. Send all orders to: ELLEN O'DELL, 417 VALLEY VIEW DR., EAST ALTON, IL 62024.

MISCELLANEOUS WANTED

Wanted: information on getting new or reproduction glass for a 64 Sprint tachometer. Write or call Dennis Lavoie, 15 Three M Road, Coventry, RI 02816 (401) 392-0742.

!!!!!!ATTENTION F.C.A. MEMBERS!!!!!!

Keep this information for future reference. If you have any question about the following years, and the answer could be found in a shop manual, please contact the following members.

Technical Advisors

SELF ADDRESSED STAMPED ENVELOPE REQUIRED FOR ANSWERS.

Falcon year	Name & Address
1960:	Bonnie Stringer, 110 Nicholson Ave., Long Beach, MS 39560
1961:	Phil Barber, 2574 Riva Rd. #17-A, Annapolis, MD 21401
1962:	Glen Vandierendonk, 4305 North Spruce, Kansas City, MO 64117
1963 HT:	Bob Passino, 5188 E. Henrietta Rd., Henrietta, NY 14467
1963 Conv.:	Robert Swope, 318D Fenwick Rd., Ft. Monroe, VA 23651
1964 Conv.:	Russell Hoeksema, 4519 56th St. W., Bradenton, FL 33507
1964-65 Ranchero:	Dave Jones, Box 565, Parachute, CO 81635
1964 HT/Sed.	Tim Hodgdon, Rd #1 Box 399, Vergennes, VT 05491
1965:	Cliff Smith, 1210 Crescent Drive, Bloomington, IN 47401
1966:	Steve Springer, 10113 Vaquero Trail, Austin, TX 78759
1967:	Roy Sword, 629 N. Hospital, Jacksonville, AR 72076
1968:	Leon Grantham, 8108 E. 59th St., Kansas City, MO 64129
1969:	Charlie McCordy, 6391 Holcomb, Des Moines, IA 50322
1970 & 1970½:	Ken Putt, 1704 Green Rd., New Haven, IN 46774
Head of Advisors:	Ken Kowalk, 6138 Long Hwy., Eaton Rapids, MI 48827

'64 & '65 Station Wagon Roster

So far the request for information for a '64 and '65 station wagon roster has brought 10 responses, with a total of 16 wagons. Duane Tozier's compilation of production figures in the December 1985 Falcon News indicates a total wagon production of 90,329 for the two years. Hobby publications, when asked about the survival rate for 1950's wagons, usually estimate a rate of 10%. Applying that survival rate to Falcon wagons, over 9,000 should remain.

If you have a 1964 or 1965 station wagon, any body style (59A, 71A, 71B, 71C), and want to be included in the roster please send me all the data plate information (VIN number and vehicle code). Indicate changes from original, and whether a parts car only. If you include a large size SASE, I will send you a copy of the roster when the survey is complete.

Frank Servas, Jr., P.O. Box 850, Floral Park, NY 11002

CHAPTERS

The Alamo Chapter

George Myers, 1202 Elks Pass Circle, San Antonio, TX 78232. (512) 494-8205.

The Arizona Chapter

Glen Beam, 18829 N. 12th Avenue, Phoenix, AZ 85027.

The Carolinas Falcon Chapter

Butch Willis, 403 S. Lane Rd., Mt. Holly, NC 28120. (704) 827-5982.

The Dixieland Chapter

Fleming Horne, Jr., 7645 Memphis-Arlington Rd., Memphis, TN 38134.

The Eastern Virginia Chapter

Sam McCutchen, 5816 W. Hastings Arch, Virginia Beach, VA 24462.

The Founder's Chapter

Ezra Wingfield, 8201 Westwood Ave., Little Rock, AR 72204. (501) 565-4031.

The Frontier Chapter

Don Heathcott, Falcon Lane, Rt. 4, Box 295, Paris, AR 72855.

The Gateway Chapter

Richard Tribout, 25 Raintree Ct., St. Peters, MO 63376.

The Greater Bay Area Chapter

Brian Lukas, 1107 Curtis St., Albany, CA 94706. (415) 525-9226.

The Gulf States Chapter

Bonnie Stringer, 110 Nicholson Ave., Long Beach, MS 39560.

The Hoosier Chapter

Clifford Smith, 1210 Crescent Dr., Bloomington, IN 47401. (812) 336-5842.

The Keystone Chapter

Ed Snyder, 818 W. Callowhill, Perkasie, PA 18944. (215) 257-2422.

The Land of Lincoln Chapter

Ed Kavanaugh, 233 Malibu Dr., Bolingbrook, IL 60437. (312) 739-0199.

The Lone Star Chapter

Marty Martin, 2910 O'Henry, Garland, TX 75042.

The Mason-Dixon Chapter

Phillip Barber, 2574 Riva Rd. #17A, Annapolis, MD 21401. (301) 266-8271.

The Mid-America Chapter

Rick Dilks, 307 N. Castle, Paola, KS 66071. (913) 294-2599.

The Mile Hi Chapter

Barbara Sparks, 6900 Mariposa, Denver, CO 80221. (303) 427-8340.

The North Central Falconeers Chapter

Gary Fuerst, 1619 N. Charlotte St., Appleton, WI 54911. (414) 731-2708.

The North Coast Chapter

Walt Sedlak, 13009 Bangor Ave., Garfield Hts., OH 44125. (216) 663-0817.

The North Star Chapter

John MacKay, 3511 37th Avenue N.E., St. Anthony, MN 55421.

The Northeast Chapter

Vinny Delucia, 15 Allerton Farm Rd., Middlebury, CT 06762. (203) 598-7936.

The Northwest Falcons Chapter

Bill Crooks, 3918 S.W. Arroyo Ct., Seattle, WA, 98146. (206) 244-3918.

The River City Chapter

Ron Wilson, 7701 Oakwood Lane, Citrus Heights, CA 95621

The Rocky Mountain Chapter

Dave Jeffries, 4965 El Camino Dr., Col. Springs, CO 80198. (719) 599-0085 evenings.

The Southeast Chapter

Alvin H. Roberson, Jr., 317 Peebles Road, Aragon, GA 30104.

The Suncoast Chapter

Dan Amey, 1771 Ragland Ave., Clearwater, FL 34625. (813) 797-6817.

The Wasatch Chapter

Charles Garcia, 823 E. 700 North, Layton, UT 84041. (801) 546-4987.

President's Message

With the National being only three (3) months away, it's time to start getting those cars ready and making plans.

If you have any comments, complaints or suggestions for The Board of Directors to review, be sure to send your Regional Director and me a copy of it so we can put it on the agenda. Remember this is your club and we need everyone's help in keeping it one of the fastest growing and best around.

Our club has always had a good reputation no matter where we have had a meet. Let's strive to always have it that way. Also, it makes me proud to be a part of this club for almost 10 years now. I think back over the years to that first meet held in a little park with about 12-15 there, and I can't believe now it is worldwide with approximately 4,000 members. (About 2,500 active).

I have met some super people over the years. I can hardly wait each year until the national so I can see old acquaintances and meet new ones.

I'm ready for August. Are you? We're looking for over 150 Falcons so let one of them be yours.

Roy E. Sword, President FCA

Editor's Message

It is double issue time again. Many of you are excited about the enlargement of the newsletter and the additional information we are able to send your way. The Board of Directors at the last National decided to have this double issue each quarter.

We do need your help to fill the pages. Please take time from your busy schedule and let us hear from you. Our hardest job seems to be motivating many of you loyal Falcon fans who have so much Falcon knowledge to just sit down and write us with some good technical tips and what you have learned from your experiences on restorations, etc., etc. Many of you are sending us some good articles and we do appreciate it, but we sure would like to hear from a lot more of you.

This would be a good time before the Nationals in August for you to write Roy about any ideas you may have to make the newsletter better. We always welcome your comments and criticism and any ideas we receive are forwarded to Roy. Please jot down some ideas and send this to Roy as soon as possible.

Let's always strive to make The Falcon News a publication made up of teamwork. Without you, the members, we wouldn't have this great Falcon membership and "team."

Send us that letter today!

Bill and Kathy Woodell, Editors

Top Window Seal Poll Results 1963-1965 Convertible Owners ONLY

Responses to the poll have reached 85. I believe that we will reach 100 within one more month at the present rate.

Six seals were sent last month to the proposed manufacturer for evaluation of tooling costs. (This manufacturer now makes seals for Mustangs). If the tooling costs are low enough, we may be able to start manufacture with 75 **confirmed** responses. **If anyone has not responded, please send a postcard with name, address and telephone number to my address below.**

Cost is projected at \$200. Sales will be direct from manufacturer to all poll respondents. Note that these seals are for 1963-65 Falcon/Comet Convertibles only - not Hardtops.

Alan's Restorations, P.O. Box 2126, Truckee, CA 95734-2126

63½ Falcon Sprint HT, frame on restoration, 289 V-8, 4 spd., Rangoon Red, tach., black interior, Mustang steel style wheels, radials, mint pristine cond., no disappointments. A must see auto. Everything new. Pictures and video available, \$10,500. obo. Tony Scopelleti, 12 Cedar Lane, Halifax, MA 02338. (617) 294-0308.

63 Falcon 4-Dr. Sedan, 6 K on 170 motor. Needs paint and interior. Solid Dakota body, 68 K total. \$650. 63 Falcon Sprint Conv., a complete original car. 260 V-8 4 spd. Rangoon Red with gold interior factory. Need complete restoration. Runs and drives as is, \$3300. Terry Dalsky, 1800 April Lane, Stevens Point, WI 54481. (715) 344-3292.

61 Falcon 2-Dr. Futura, runs excellent, rebuilt transmission, new brakes, new tires, \$495. OBO, drive home, Andy Santos, Cape Cod, MA. (508) 763-2782.

Rust free non-running cars, which could be delivered to nationals: 64 V-8 2-Dr. HT, \$1500. 64 2-Dr. Sedan, nice sunroof, 6 cyl, 3 spd, \$1000. 63 2-Dr. HT, 6 cyl. AT, \$1200. 63 Ranchero, 6 cyl, 4 sp, \$1200. 60 Comet, 6 cyl, AT, \$1000. Only can bring one! Brian Lukas, 1107 Curtis St., Albany, CA 94706.

CAR WANTED

63½ Falcon Sprint hardtop. Please send photos along with complete information on car. \$5000 limit. Dennis L. Lavoie, 15 Three M Road, Coventry, RI 02816. (401) 392-0742.

PARTS FOR SALE

Lots of good used 60 parts for 2 or 4-Dr. M. Matley, 1350 Veale Ave., Martinez, CA 94553. (415) 228-7509.

Fordomatic 2-spd. rebuilding kits w/gaskets, o-rings, lip seals, clutches (bronze frictions, steel) front and rear seals, sealing rings, \$75. Specify engine size and year. Bands, \$40. each, adjustable modulator, \$8. Bushings, washers, pumps and misc. hard parts available. Kits, bands and parts avail. for small, medium case, C-4 and C-6. David Edwards, Box 245-FC, Needham Heights, MA 02194. (617) 449-2065, evenings.

Parting out 64 2-Dr. Sedan, #4T01U129395, body 62D, color F, trim 12, axle 3, and trans. 1; send SASE with your "parts wanted" list. Skip Goddard, 2625 West Virginia, Tucson, AZ 85746.

64 or 65 red, white & blue front fender ornament, NOS, \$75., John D. Sizelove, 2002 So. "J" St., Elwood, IN 46036. (317) 552-5605.

Heavy items at the Nationals. Orders now being taken for heavy parts to be delivered to Nationals. Rust free sheet metal, Front suspensions V-8 (200-250) and four speed change overs (500-700). 9" rear ends which fits Falcons (200). SASE w/needs. Brian Lukas, 1107 Curtis St., Albany, CA 94706. (415) 525-9226.

Parting out, 63 Falcon Futura, 63 B, 2-Dr. sedan. Color code "D", interior color turquoise #77A. Seats, door panels, arm rests, dash pad & visors. All very good original cond., \$350. Full set of glass, \$100. Red, white & blue futura caps, \$60. Beltline chrome & spears, \$100. Call with your needs. Bob Passino, 5188 E. Henrietta Rd., Henrietta, NY 14467. (716) 334-6779.

63 Conv. bucket seats, \$30. 63 or 64 Ranchero tailgate, \$60. Seat belts, \$20. pr., 60-65 taillight buckets w/lens, \$15., conv. header bow, rough, \$30., 62 or 63 wgn. tailgate w/window, \$75. Washboards rear qtr. for 62 sedan & wagon, \$40. pr., 60-65 headlight doors, \$18. pr. Delivery by UPS. Price plus freight C.O.D. Call or write Dan Amey, 1771 Ragland Ave., Clearwater, FL 34625. (813) 797-6817.

60-61 deck lid orn., \$10., 60-65 Ranchero window & top of bed trim, sm. \$5., lg. \$10., 60-65 door panels, 2-dr. & 4-dr., \$40. set, 60-65 orig. seat w/covering, \$50. pc., complete set 65 conv. rear int. trim looks gold in color, like new, \$75. Lots more 60-69. Delivery by UPS. Price plus freight C.O.D. Call or write Dan Amey, 1771 Ragland Ave., Clearwater, FL 34625. (813) 797-6817.

Falcon A/C parts, NOS, reproduction or rebuilt, one part or complete systems. Most items available. Call or write: Classic Auto Air Mfg. Co., 220 W. Kennedy Blvd., Tampa, FL 33606. (813) 884-3681 or 251-2356.

PARTS WANTED

For a 64 Falcon bus: steering box, shift assembly, and parts information. Gerard Akkerhuis, 546 Lafayette, NE-B, Grand Rapids, MI 49503. (616) 235-7008.

RULES FOR CLASSIFIED ADVERTISING

All ads for the classified section of the newsletter must appear with a member's name to be considered a free ad (see page 2) or it is considered a commercial ad and must be paid for. Non-member ads in the classified section are \$5.00 each (classified ads are limited to 50 words or less). All items listed in the classified must have a price. Ads submitted without prices will be returned to sender.

The Falcon News will accept paid Commercial Ads for the newsletter. They must be sent to the editor. All ads must be received by the 10th of the month to appear in the next month's issue of The Falcon News. Payment must accompany all ads.

ALL COMMERCIAL ADS MUST BE CAMERA READY. ADS WILL APPEAR IN THE FALCON NEWS ONLY WHERE SPACE PERMITS. SEND CHECKS PAYABLE TO FCA.

COMMERCIAL AD RATES: FULL PAGE... \$50.00 QUARTER PAGE... \$20.00
(Price per month) HALF PAGE... \$30.00

1/4 page photo ad \$15.00 for members \$25.00 for non-members

Only Falcon related ads will be accepted for The Falcon News. **Warning** - The FCA has no way of checking each advertiser, so the FCA accepts no responsibility for any dealings with advertisers. Let us know any experience, good or bad. The Falcon Club of America has the right to reject any or all commercial ads.

CARS FOR SALE

62 4-Dr. Delux, 1706 cyl., 3 spd., 68,000 miles, excellent orig. condition, \$3200. Frank Silver, 103 Mayfair St., San Francisco, CA 94118. (415) 221-5785.

60 Ranchero, 0R275209006, \$450. as is. All there, plus extra parts, but needs some loving wrenching. Remember, total 60 Rancheros is only 21,027. M. Matley, 1350 Veale Ave., Martinez, CA 94553. (415) 228-7509.

65 Futura H.T., 289, auto, a/c, all original, no rust, no dents, 4,000 miles on complete rebuild. \$3250. Sonny Flowers, 3126 Somerset Dr., New Orleans, LA 70131. (504) 394-6146.

61 Falcon 4-Dr. Station Wagon, about 5,000 miles on rebuilt 6 cyl., runs excellent. Auto, radio, chrome factory luggage rack, good tires, made for fender skirts. Needs paint and some interior work. \$800 or best offer. Kenneth Kolb/c/o Gertrude Kolb, Rt. 1, Box 413-A, Prairie Grove, AR 72753. (501) 848-3449.

69 Futura 4-Dr., V-6, auto, P/S, still licensed and running! \$450. Sam Elder, 308 Halsey Road, Annapolis, MD 21401. (301) 269-5308.

65 Falcon Futura Conv., 200 V-6, 74,000 orig. mi. Black with red interior. 95% restored. Clean, straight, solid. \$3500 firm. Jim Priore, 2179 Franklin Ave., Morton, PA 19070. (215) 544-2777.



1963 Ford Falcon Convertible

Turquoise with black interior. Automatic, 6 cyl. Joe Hannebrink's car. Shown in 3 national conventions. Excellent condition. \$4500 obo. Call Lila (303) 986-4067. Car is in El Paso, TX. (915) 751-3554, ask for Karen.

PAID ADVERTISEMENT

Calendar of Events

Arkansas - The Founder's Chapter meets the second Saturday of each month. Please mark your calendar & watch the newsletter for the place and time.

Texas - The Alamo Chapter will hold its regular meetings at 1:00 p.m. the second Sunday of each month.

Washington - The Northwest Chapter of the Falcon Club of America announces their new permanent meeting place and time: Korum Ford in Puyallup, WA the first Sunday of each month at 1:00 p.m.

Kansas/Missouri - Mid America Falcons Chapter meets on the first Friday of every month at Dennys, 95th & I-35, at 7:30 p.m. in Olathe, KS. If interested, call (913) 294-2599 or (816) 452-1967.

May 6, 1989 - Arkansas - The Founder's Chapter will meet at Roy and Pat Sword's for a weiner roast at 5:00 p.m. Hot dogs and drinks will be provided. Members are asked to bring side dishes and desserts and be sure and bring your lawn chairs. The Swords have moved in Jacksonville and the local newsletter will have a map for directions. Everyone make a real effort to attend this cookout and bring a prospective member.

May 6, 1989 - Missouri - The Gateway Chapter and the Mid-America Chapter are planning an outing to Cosmos Park in Columbia, Missouri. We will meet from 1:00 p.m. to 6:00 p.m. at the Antimi shelter house in the park. Everyone is welcome to come. Those attending please bring enough food for you and your passengers. Paperware and plasticware will be furnished. For those interested, there are shopping malls nearby and the park has a play area for children. For more information contact Jim Inman at (314) 875-2453 or Rich Tribout at the Gateway Chapter.

May 6 & 7, 1989 - New York - Northeast Chapter Spring Meet at Rhinebeck New York (Dutchess County Fairgrounds). H.R.V.A.A.'s annual car show and swap meet (show Sunday). Join us and enter your Falcon in this enjoyable show. \$3.00 advance or \$5.00 at the gate. For information and advanced registration write to: Tom Massarelli, 10 Young Street, Poughkeepsie, NY 12601.

May 7, 1989 - Georgia - The Southeast Chapter will hold its regular monthly meeting at the home of Ricky and Mildred Kerbow.

May 12, 1989 - Colorado - The Mile Hi Chapter will meet at the Bandimere Raceway Club Nite Competition. Gates open by 5:00 p.m. Call Butch Mansir for details at 469-6529.

May 19, 1989 - Colorado - The Mile Hi Chapter will have a business meeting at the Public Service Building, Hampden and Kipling, 7:00 p.m.

May 20, 1989 - California - The Greater Bay Area Chapter will have an annual Spring Fling. Contact Frank Silver, 103 Mayfair St., San Francisco, CA 94118. (415) 221-5785.

May 20, 1989 - Colorado - The Mile Hi Chapter will have a Junk Yard Tour day together starting at 7:00 a.m. at the Wendys across from the Denver Merchandise Mart and heading to Greeley, CO, then on to Cheyenne, WY.

May 20, 1989 - Maryland - The Mason Dixon Chapter's Third Annual Spring Meet at Smith Ford in Denton, MD. Smith Ford has been in business for more than 25 years and still has some early parts. Come on out and support your club. Located on Rt. #404 just south of Denton's main built up area. We'll be there at 9 o'clock til at least 4 o'clock. Try to arrive early to ensure our parking space. If you need more info call either Bob Gerke at (302) 337-8175 or Phil Barber (301) 266-8271.

May 21, 1989 - Georgia - The Southeast Chapter will sponsor the All Ford-Mercury Car Show at Tom Carter Lincoln-Mercury Dealership in Monroe, Georgia. Contact Gary Goddard, 1586 Hwy. 212, Conyers, GA for more information.

June 3-4, 1989 - Colorado - Mile-Hi Chapter members remember the OCC Swap Meet.

June 4, 1989 - Georgia - The Southeast Chapter will hold its regular monthly meeting at the home of Mike and Judy Dove.

June 9, 1989 - Colorado - The Mile-Hi Chapter will meet at the Bandimere Raceway Club Nite competition.

June 9-11, 1989 - Nevada - Meet in Las Vegas, Nevada, at the Imperial Palace for a weekend of fun. Encourage your chapter to form a caravan and come. Contact the following for more information: Bill Branch, The Arizona Chapter, (602) 971-8803; Charles Garcia, the Wasatch Chapter, (801) 546-4987; Ray Roberts, the Mile-Hi Chapter, (303) 986-8932; or Don Featherstone, Irvine, California, (714) 552-5374.

June 10, 1989 - Kansas - The Mid-America Chapter will have a Falcon Show at Olathe Ford on June 10th at Olathe, Kansas. Call (913) 294-2599 or (816) 452-1967 for more information.

June 30, 1989 - Colorado - The Mile-Hi Chapter will meet at the Bandimere Raceway Club Nite competition.

July 30, 1989 - Colorado - Mile Hi Chapter Summer Family Picnic at Cushing Park in Englewood. 12 to 5 p.m. Last names A-L bring dessert, M-Z bring salads. Chicken, chips, and beverages will be provided. Call Browns 364-6127.

August 10, 11, 12, 1989, - 10th ANNUAL NATIONAL MEET in Kansas City.

September 9, 1989 - New Jersey - Eastern Regional Meet. The Eastern Regional meet will be held on September 9th at the Holiday Inn, Rt. 10 in Livingston, NJ. The meet will be during the day Saturday and an awards banquet will be held Saturday night. Entry forms will be in a later newsletter. For more information call or send an S.A.S.E. to Chris & Matt Scioscia, 50 Spring St., Bloomfield, NJ 07003. (201) 743-7245.

The Gateway Chapter and Mid America Chapter Joint Outing to Columbia, MO May 6, 1989

The Gateway Chapter and the Mid-America Chapter are planning an outing to Cosmos Park in Columbia, Missouri on May 6, 1989. We will meet from 1:00 p.m. to 6:00 p.m. at the Antimi shelter house in the park. Everyone is welcome to come. Those attending please bring enough food for you and your passengers. Paperware and plasticware will be furnished. For those interested, there are shopping malls nearby and the park has a play area for the children. For more information contact Jim Inman at (314) 875-2453 or Rich Tribout at the Gateway Chapter.

Las Vegas Weekend Fun Run June 9-11, 1989

Dear Falcon Enthusiasts,

We are putting together a weekend, Las Vegas Fun Run to take place June 9-11, 1989. The "Imperial Palace" in Las Vegas has been chosen as it is well known for its "Antique Car Museum."

We have been given a group room rate of \$35 per night for a single/double room with an additional charge of \$8 per each additional person over two. There will be specially reserved parking for all our vehicles.

There has been much interest in this event from other chapters such as Denver, CO, North Layton, UT and the San Diego, California Chapter. For more information a toll free number is listed below along with names and numbers of other people to contact. Imperial Palace — 1-800-634-6441; Bill Branch — Phoenix, AZ Chapter, (602) 971-8803; Charles Garcia — Wasatch Chapter, (801) 546-4987; Ray Roberts — Mile Hi Chapter (303) 986-8932; Don Featherstone — Irvine, California (714) 552-5374. Anyone interested in a caravan from your area call Bill Branch at the above number.

Hope to see you all in Vegas!

Bill Branch, 11634 N. 29th Pl., Phoenix, AZ 85028

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FALCON VENDORS

These vendors have either run advertisements in the Falcon News or members have submitted them to us. The FCA is not responsible for any dealings with advertisers or sources for parts. Let us know of any experiences, good or bad. **Don't forget to send a SASE with your request for information.**

SPECIALTY	NAME	ADDRESS	PHONE
Parts	Amey, Dan	1771 Ragland Ave., Clearwater, FL 34625	(813) 797-6817
60-65 Parts/Cars	Belue, Jr., T.D.	1007 Buchanan, Corinth, MS 38834	(601) 286-5252
Rubber goods	Carpenter, Dennis	P.O. Box 26398, Charlotte, NC 28221-6398	(704) 786-8139
A/C Parts/Systems	Classic Auto Air Mfg. Co.	2020 W. Kennedy Blvd., Tampa, FL 33606	(813) 884-3681/251-2356
Parts	Classic Ford Parts TX, Inc.	108 E. Main St., Richardson, TX 75081	(214) 680-0700
60-70 Parts	Falcon Connection	728 E. Dunlap, Phoenix, AZ 85020	(602) 997-9285
Parts	Heeley, Bill	3621 Mt. Olney La., Olney, MD 20832	(301) 774-6710
64-65 Parts	Hoover, Franklin	3124 Lewis Rd., Columbus, OH 43207	(614) 491-5770 evenings
Parts	J.C. Whitney Co.	Chicago, IL	(312) 431-6102
Parts	Ken's Falcon Parts	1799 E. Alosta Ave., Glendora, CA 91740	(818) 963-5905/5906
60-65 Parts	Lukas, Brian	1107 Curtis St., Albany, CA 94706	(415) 525-9226
Literature	Lungwitz, Jim	Box 1078, Monticello, MN 55362	1-800-541-8184
Parts	Melvin's Classic Parts	2526 Panola Rd., Lithonia, GA 30058	(404) 981-2357
60-70 Parts	Northwest Classic Falcons	1964 N.W. Pettygrove, Portland, OR 97209	(503) 241-9454
Parts	Obsolete Ford	311 E. Washington Ave., Nashville, GA 31639	(912) 686-2470/5101
Parts	Obsolete Ford	6601 S. Shields Blvd., Oklahoma City, OK 73149	(405) 631-3933
Auto sealed bag	Pine Ridge Enterprise	13165 Center Road, Bath, MI 48808	(517) 641-6444
Chrome Plating	Plastic Chrome Plating	39312 Dillingham, Westland, MI 48185	(313) 326-1858
Parts	Special Interest Cars	451 Woody Rd., Oakville, Ontario, Canada, L6K 2Y2	(416) 844-8063

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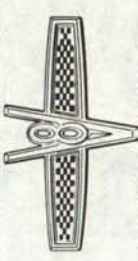
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Gary Kerry

FALCON and COMET

1960-65 Windshield rubber, all 2-dr. & 4-dr. sedans	 \$50.00
1960-65 Windshield rubber, fits htdp and conv	 \$67.50
1960-65 Rear window rubber, all sedans	 \$57.50
1963/65 Rear window rubber, fits htdp only	 \$57.50
1960/64 Falcon trunk lid seals	 \$16.00 ea
1960-63 Tail light housing to body seals, Falcon only	 \$6.00 pr
1964-65 Tail light housing to body seals, Falcon only	 \$10.00 pr
1960/65 Tail light lens gaskets	 \$4.00 pr
1961-64 Park light lens gaskets, Falcon only	 \$3.00 pr
1963/65 Door seals for hardtop and conv	 \$75.00 pr
1960/65 Door seals, 2-dr. sedan	 \$57.50 pr
1960/65 Door seals, 4-dr. sedan	 \$110.00 set
1963/65 Vent window seals, htdp and conv	 \$60.00 pr
1963/65 Back of vent window seals, htdp and conv	 \$10.00 pr
1963/65 Front of quarter window seals with metal insert, like original	 \$20.00 pr
1963-65 Hardtop roof rails	 \$175.00 pr



C40Z-16228-B Sprint V8 Emblem
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1962/63 Front Fender Ornament, Triple Chrome Plated
Exact of original, not one detail overlooked. Mfg. USA on our dies.
C30Z-16178-79-A, \$75.00 pair.
All of the above parts Mfg USA in our shop, using the best material available. Lots more Falcon parts coming. Write your needs. Add \$3.00 for shipping per order. State year and body style when ordering. Send for Falcon & Comet Catalog \$2.00.

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**Support your local chapter!
Attend their meetings.**

MEET REPORTS

The Suncoast Chapter held their regular business meeting on March 18 and elected the following officers for the coming year: Pres., Dan Amey; Vice-pres., Joe Stowe; Sec.-Treas., Diane Amey. Eight members were present and welcomed two new members, Joe Schweitzer and Lea Corbett. Joe showed the beautiful trophy for a first place at the Antique Automobile Club of America show in Clearwater, FL, receiving almost a perfect score out of a possible 400 points.

The Mile Hi Chapter met on March 17 for a St. Patrick's Day potluck supper at the Public Service Bldg. in Lakewood, CO. A short meeting was held to highlight some of the up-coming activities.

The Keystone Chapter held its first annual dinner at Meyer's Restaurant on March 11. We had 30 members in attendance. Chris Scioscia gave a brief presentation about the upcoming September regional meet in New Jersey. The guest speaker was Mr. Ed Melefsky who gave a brief discussion about his "Spare Parts" television program which he hosts every month on Berks Community Television. Those in attendance also viewed the tape of the "Spare Parts" program with the presentation on the Falcon made by Ed Snyder and Marin Ennis. After the presentations were made, future events were planned which include car shows and expeditions to local junkyards.

The Southeast Chapter held its regular monthly meeting at the Atlanta International Raceway on April 2 at the 6th Annual Spring Auto Show. We had 10 members present with 8 Falcons entered in the show. The winners were: 1st, Marvin Goddard, 63 2-Dr. HT; 2nd, Gary Palmer, 63 Sedan; 3rd, Tommy Webb, 65 2-Dr. HT. Mike Dove won 2nd place in the all modified class in his red 63.

The Lone Star Chapter held its monthly meeting at the 15th Annual Fort Worth Rod and Custom Show. We had four members entered, all of whom won an award. Bob Adair won 2nd place in Custom Pickup with his 63 Ranchero. Jerry Hutchinson won 3rd in Post War Conv. with his 64 Sprint. Jerry also won 4th in Post War Conv. with his 63 Futura. Dave Lutzenger won 4th in Current Restored with his 64 Futura HT.

The Keystone Chapter Sponsors Eastern Regional Meet September 9, 1989 Livingston, New Jersey

The Eastern Regional meet being sponsored by the Keystone and Northeast Chapters of the Falcon Club of America has been finalized. The meet will be held on September 9, 1989 at the Holiday Inn on Rt. 10 West in Livingston, NJ. The cost of entry will be \$12.00 pre-registered, and \$15.00 after Aug. 15, 1989. The cost of rooms is \$59.00 per night single or double for either Friday night or Saturday. Rooms can also be had for both nights.

There will be a choice of two dinners at the banquet. They will be chicken at \$15.50 per person or sirloin at \$19.50 per person. There will also be a third choice for those who cannot eat either of the above. We will also have a limited number of swap spaces available at \$12.00 per space. Applications for the event will be in forthcoming newsletters.

The car show will be all day Saturday with the awards banquet set for Saturday night. For those members wishing to come in on Friday night rooms will be available after 2 p.m. on Friday. We would like to encourage members to come in on Friday and get to know each other. The main reason for car shows is to get to know one another and enjoy everyone's company. Our Falcons are the common denominator for the good time that we all have together. We would also urge anyone who wishes to attend to get their applications for the show and banquet in early. There will only be about 120 members seated at the banquet so do it quick. We have already had 35 responses to attend so we are almost half full now.

I would like to thank everyone who has responded for their letters and calls. We are looking forward to a successful show. If you have any questions feel free to call.

Chris, Gerrie & Matt Scioscia, 50 Spring St., Bloomfield, NJ 07003, (201) 743-7245.

I Need Your Support May 20th Attend the Denton, Maryland Meet

Dear Fellow Members,

Over a period of four years I have been to a lot of Ford dealers trying to promote the Ford Falcon Club.

Most of the dealers were not interested in sponsoring anything, even though one of the dealers admitted the Falcons kept him in business during the sixties.

When I visited Smith Ford in Denton, MD, he was only too happy to have us come to his dealership.

This will be our third year in Denton. The problem is not enough Falcons are showing up. We get about a dozen or so. Last year one of our members drove to the show with just his hand brake so he could be there. His master cylinder gave out going through Dover, DE the night before.

Mr. Smith found out about it and since his shop was closed, he called around to find out who had a master cylinder and made arrangements to have the brakes fixed. I don't know another Ford dealer that would have gone to this trouble. He is that kind of man.

I would like to see not only our chapter, but a lot of FCA members make an effort to be there on May 20 and show this man our appreciation. Let's give him the kind of show he deserves.

Bob Gerke, Rt. 1, Box 233, Bridgeville, DE 19933

A Note From A Technical Advisor

Fellow Members,

As Technical Advisor for 64 Sedans and Hardtops, I would like to take this opportunity to thank those of you who have written to me with questions.

Why would I thank you for asking questions? Two reasons.

First of all, it's a great learning experience for me. Some questions require a lot of research, (I thought I knew most everything... BIG MISTAKE) and I love it.

Second is that it's a great calendar. I can tell spring is really on it's way by the increase in letters received. My wife was happy to see her first robin the other day. I told her I didn't need to see one, for I knew spring was just around the corner.

Keep the letters coming. Thanks again and Happy Falconing.

Tim Hodgdon, RD #1, Box 399, Vergennes, VT 05491.

NOTE TO ALL MEMBERS: The club will send out notices to each member the month before membership expires. Be sure to send your renewal in early to retain your original membership number. If you do not renew your membership within 90 days after it has expired, your membership number will be placed in the inactive file and will no longer be used by the club.

noise. On bumpy streets there was a total absence of the shakes and rattles that seem to go with so many older cars. We were especially impressed with how well the car held in corners with little body sway or tire squeal. You will eventually reach the breakaway point, but when you do the rear wheels slide nice and easy for confident control under any driving conditions.

Motor Trend tested the Falcon every year, though not the Sprint. This is how they described the handling of the 1960 model. "You can drive this car hard into turns—whether you mean to or unintentionally go into one too fast—and come out with no more than a bit less rubber. The car will lean quite a bit, all four wheels will slide quite a bit, but by allowing it to go and steering a new line you'll get through with no trouble. In ordinary driving you'll never need to concern yourself, for the car handles just as well as any other."

A year later *MT* commented on improved riding qualities resulting in part from slight changes in the suspension system. Said *MT* in 1961, "Like any car with a relatively short wheelbase, the Falcon tends to pitch on uneven pavement. On the open road, the car has a quiet, stable ride, disturbed by a slight sensitivity to cross winds."

In 1963, *MT* picked a Falcon Futura convertible, a six with four speed. Like us, they praised the car's quality. "In our opinion," said *MT*, "the Falcon is one of the quietest, most solid cars on the road. The suspension isn't marshmallow soft, and gives the driver a feeling of real stability on most roads at most speeds. At low speeds the front end will push in tight corners, but on the average mountain road the Falcon responds quickly to both steering wheel and throttle."

Braking was good but not exceptional. Ford's Buyer's Digest for 1963 lists power brakes available for the Fairlane but not the Falcon. Power steering did become available for the Falcon this year. We were sorry our driveReport car did not have it. Like all the earlier Falcons the steering was a



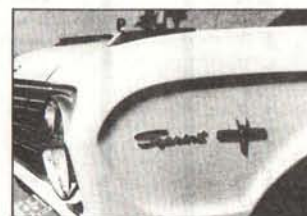
trifle heavy and stiff, even more so with the V-8 engine. It takes 4.7 turns from lock to lock, hardly what you'd call quick.

Other than the steering, one will find little to complain about in any well maintained or restored early Falcon. Unlike the 1949-51 era Fords, this was one crash program that didn't turn out like a crash program. Thousands and thousands of Falcons, now 18 to 21 years old, are still around to provide dependable and economical transportation and affordable collectability. I was never a Falcon lover when these cars were new. I was a skeptic when I first heard that Falcons were fast becoming collectables. "Why on earth would anybody want to collect such an ordinary little car?" I thought. "Fal-

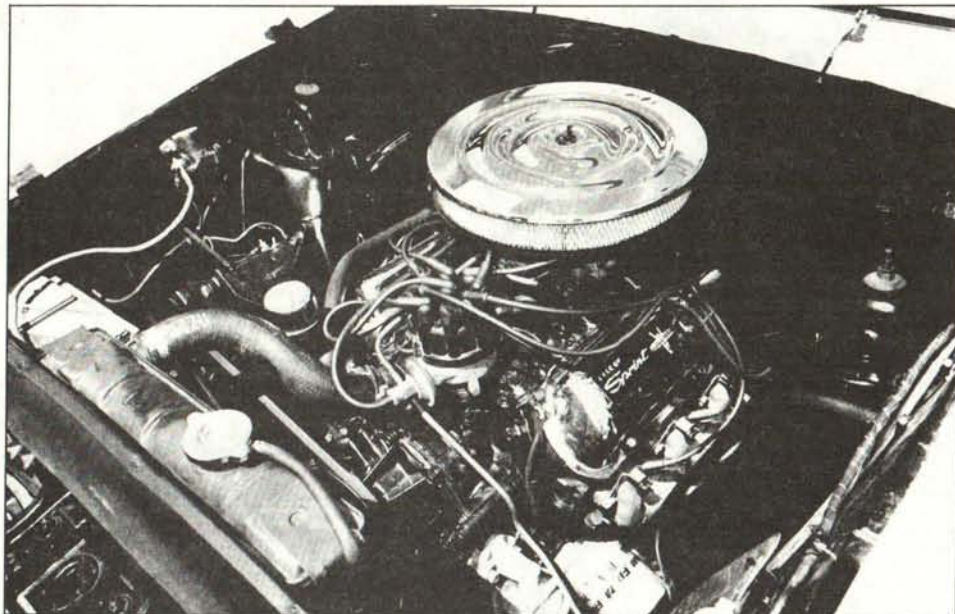
cons were always so conventional." However, researching this article, doing a driveReport and meeting with the Ford Falcon Club here in San Diego has made me a Falcon believer. □

Acknowledgements and Bibliography
Encyclopedia of American Cars, 1940-1970, by Richard M. Langworth; Life magazine, September 14, 1959; Ford Buyer's Digest of New Car Facts for 1963; Speech—"The Small Car - Ford's Falcon"—by C.F. Baldwin Jr.; Motor Trend, various issues, 1959-1963.

Our thanks to W.R. "Mike" Davis, Ford Motor Company Public Relations, members of the Ford Falcon Club, San Diego, California. Special thanks to Everett "Suede" Anderson.



Top: Door moldings sweep stylishly into dash padding for an integrated look in the front compartment. Above: Sprint identification appears on front fenders; simulated wire wheel caps were also part of the package. Left: For a compact, "fun" car, trunk space is very respectable.



Above: Stock 260 V-8 carries chromed valve covers and air cleaner in Sprint version. Right: Another carryover to the Mustang; center fill gas cap location. Below: Flashy door trim was electrically bonded to door metal.

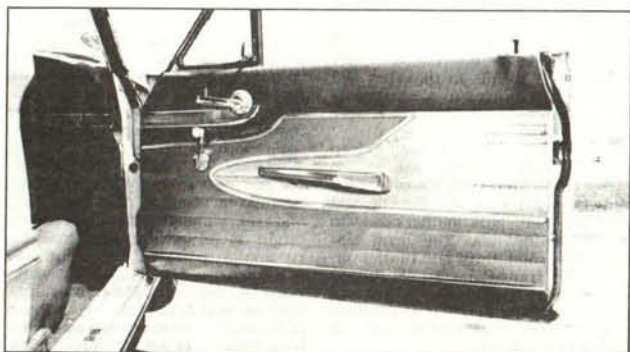


1963 Sprint V-8

continued

padded instrument panel and visors. What does it feel like to drive a Ford Falcon, especially a Sprint? A Falcon does not feel like a small car. You expect it to feel small, but it doesn't. It has neither small car ride characteristics nor the cramped feeling you got in so many imports of the sixties. The total feeling is a lot closer to that of many full-sized Fords of this same period. We also couldn't help but be impressed with the quality of the car throughout. The tightness of the unit body construction after 18 years, the quietness of the engine after over 100,000 miles and the firmness of the front end which has received little more than routine attention—all left us with one impression. This was a period when Ford quality was at an all time high, and that quality must have gone into every single car they built—big or small.

The unit body has a lot to do with the car's solidity after all these years, but that was only part of the lasting quality we found in this little Falcon. We found it in the front end, the rear end, the door handles, the tight fit of the windows, we found it everywhere. At higher speeds there was almost a complete lack of road noise and very little wind



★★★★★★★★★★Strict Cutoff Policy ★★★★★★★★★★ Deadline is the 10th!!!

All correspondence **must** be received by the 10th of the **previous** month to be published in the **next month's** newsletter. Example: material must be received by April 10th to go in May's newsletter.

Please, no phone calls after the 10th.

Chapter Presidents alert your Chapter Secretaries to get their calendar of events information and meet reports to us on time. It is a good policy to send your calendar information in several month's early if at all possible to give members time to make plans.

All correspondence for the newsletter should be sent to the editors, Bill & Kathy Woodell, at their Searcy, Arkansas address and **NOT** to the club's address.



The Southeast Chapter

Two photos on left are at the picnic at Hard Labor Creek State Park. Photo above is from the show at Cartersville, GA.

Hi Everybody,

Just thought I'd send in some pictures and a few lines about my favorite Falcon, a 1964 Futura HT.

My wife and I purchased this car in Oct. 1978 from a lady in Tulsa, OK. It was sitting in a storage lot with flat tires, broken glass, trashed interior, but was Oklahoma rust free. We found it complete with 260 V-8, 4 speed, and some things I won't mention---. With a few small repairs, such as battery, plug wires, points and tires, we were able to drive this find to Vermont. Then the work really began.

Feature Falcon



Restoration was the farthest thing from my mind, of course I was younger then. But, then again, we all were. What I wanted was a nice street machine. Being newly married and on a short budget, things started slow. Then something happened. A local car club decided to put on a car show and things haven't been the same since. In two weeks we took the Falcon from a fun street machine with no interior (just a driver's seat) and turned it into a car worthy of being in a show. That was July 1980 and we've been showing ever since.

"The Falcon" as our children call it, has been through a lot of changes over the years. We had a straight front axle from an Econoline van (I don't recommend this to anyone) for a couple of years. We now have a complete front frame section from a 1965 Galaxie grafted on at the firewall. This works out very well.

The engine is now a 302 with a Wieand Tunnel ram manifold and two 600 cfm carbs, plus other speed parts. About four years ago we swapped the 4 speed for a C-4 automatic. She runs real good.

Our interior now has both front and back seats from a 1975 Plymouth Scamp. They are burgandy and very nice seats. We are using 65 Futura door panels. We think they look better than 64's.

The body hasn't changed much except for the front end, which now completely tilts forward to expose the engine. We can remove the entire nose by pulling one pin and unplugging wire harness.

Paint scheme has been as follows: black, black & gold, burgandy & gold, yellow with multi-colored stripes, and finally to the purple with lavender mist flames that it is now.

As I said before, this is my favorite Falcon, but I also hope to have my 64 Sprint Conv. ready this summer. This one will be restored to original.

Thanks for reading this and I look forward to reading about other members' Falcons in future issues of our newsletter. Happy Falconing!

Tim Hodgdon, RD #1, Box 399, Vergennes, VT 05491.



Far left: Console between front buckets offers handy storage space. Left: Sprint emblems occupy rear roof pillars. Below: Stock Falcon instrument panel is used in the Sprint, but steering wheel design's a pre-cursor of the Mustang.

1963 Sprint V-8

continued

most successful car ever conceived by the Ford Motor Company. Falcon and its derivations eventually accounted for 19.3 million cars produced. The derivations were Comet, Fairlane, Mustang, Cougar, Maverick, and ultimately the Granada, Monarch and Versailles. The original Falcon has been produced around the world, and it is still being produced today in Argentina, where it sells in the \$25,000 to \$30,000 range.

One might ask why, if Ford had a success formula in the simple, unadorned Falcon of 1960, did they gussy it up so much in later years? The reason lies with one man, Lee Iacocca, who took over as Ford's general manager in 1960. All of the 1960 Ford cars had been greatly influenced by the conservative presidency of Robert S. McNamara, who left in 1961 to become John F. Kennedy's secretary of defense. The cars done under McNamara all looked like they wore rimless glasses and parted their hair in the middle. The 1960 Falcon was a dependable but uninspired car.

Iacocca immediately added horsepower, more colors, sporty models and more options. He was convinced that the key to the Falcon's long-range success would be adding sporty flavor to the line and eventually expanding the idea into other lines. Iacocca's biggest success car, the Mustang, was enormously influenced by the Falcon, both in styling and body engineering. The 1963 Sprints, with their V-8 engines and sporty look, were essentially Iacocca's ideas. The Falcon may have started out as the ultimate "disposable" automobile. Thanks to Iacocca's ideas they and their derivatives are now the cars that every collector wants to keep forever. And thanks to the outstanding job of engineering done under Jack Hooven countless thousands of them have held up long enough to collect.

During the 1963 season, Falcon started off with a class win in the Monte Carlo. This was followed by overall wins in the Tulip, Geneva and Mexican rallies, plus another class win in the Alpine rally. The team also finished second, third and ninth overall in the Trans-Canada rally to take both the team award and the manufacturer's award. Again, it was Iacocca who put Ford back into competition events in a big way.



Driving Impressions

It was Lee Iacocca who invented the Sprint by dropping a Fairlane V-8 under the hood and adding sports trim and features throughout. The Sprint came along in the spring of 1963 in both a hardtop and convertible. Before the Sprint, any 1963 Falcon could be ordered with a 260 and four-speed transmission. The Futuras came very close to the Sprints in that they had bucket seats, center console and many deluxe trim options. All of these were Iacocca's ideas.

During the 1963 season, Falcon started off with a class win in the Monte Carlo. This was followed by overall wins in the Tulip, Geneva and Mexican rallies, plus another class win in the Alpine rally. The team also finished second, third and ninth overall in the Trans-Canada rally to take both the team award and the manufacturer's award. Again, it was Iacocca who put Ford back into competition events in a big way.

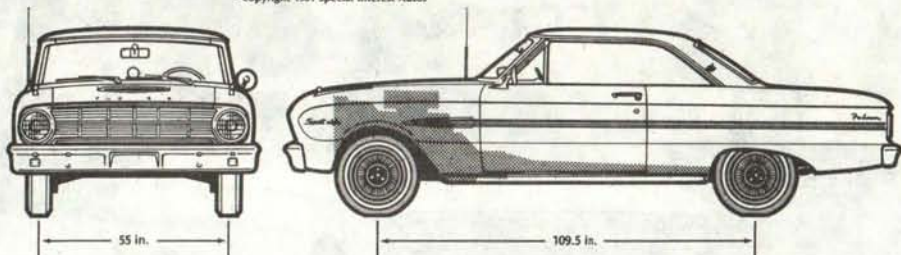
Our driveReport car is a 1963 Sprint hardtop owned by Swede Anderson, a retired Navy chief shipfitter living in San Diego. The car's color is Glacier Blue with a bright metallic blue interior.

This particular car was purchased from the original owner, who had driven it about 99,000 miles in 15 years. The restoration consisted primarily of repainting, rechroming and detailing. The original engine is still running strong. Original new old stock seat upholstery was obtained from the original supplier to Ford. Standard Sprint features included front bucket seats with center console, 164 hp "Challenger" V-8 engine, a special muffler and 390 police "power hum" air cleaner, tachometer, Sprint molding and trim, simulated wire wheel covers, bright metal rocker panel molding, chrome dress up on the engine, and simulated wood grain steering wheel (same as used on the 1964 1/2 Mustang). Options added to this car included pushbutton transistor radio, seat belts, windshield washers, backup lights,

specifications

Illustrations by Russell von Sauer, The Graphic Automobile Studio

© copyright 1981 Special Interest Autos



1963 Falcon Sprint

Base Price: \$2320 fob Dearborn.
Optional equipment: Back-up lights, windshield washers, Fordomatic, padded dash and visors, radio, seat belts.

ENGINE:
Type: Cast iron 90 degree V-8, overhead valves.
Bore & stroke: 3.80 x 2.87 inches.
Displacement: 260.8 cid.
Max. bhp @ rpm: 164 @ 4400 rpm.
Max. torque @ rpm: 258 @ 2200.
Compression ratio: 8.8:1.
Induction system: 2 barrel carburetor.
Exhaust system: Cast iron manifolds, dual or single exhausts.
Electrical system: 12-volt battery/coil.

TRANSMISSION:
Type: Fordomatic 2-speed automatic.

DIFFERENTIAL:
Type: Hypoid semi-floating, standard ratio.

STEERING:
Type: Recirculating ball and nut.
Turns lock to lock: 4.7.
Turning diameter: 38.8 feet.

BRAKES:
Type: Hydraulic duo-servo, self adjusting.
Front: 9 inch diameter x 2 1/4 inches wide.
Rear: 9 inch diameter x 1 1/2 inches wide.
Total swept: 114.3 square inches.

SUSPENSION:
Front: Independent, single lower arm; coil springs with stabilizer strut; direct-acting tubular shocks.
Rear: Rigid axle; 5-leaf semi-elliptic springs; direct-acting tubular shocks.
Tires: 6-50 x 13.

WEIGHTS AND MEASURES:
Wheelbase: 109.5 inches.
Overall length: 181.1 inches.
Overall height: 54.5 inches.
Overall width: 70.0 inches.
Front tread: 55 inches.
Rear tread: 54.5 inches.
Ground clearance: 5.9 inches.
Curb weight: 2438 pounds.

CAPACITIES:
Crankcase: 5 quarts.
Fuel tank: 14 gallons.

FUEL CONSUMPTION:
Average city driving: 17 mpg.
Average open road driving: 19 mpg.

Cornering ability of the Falcon is impressive. You'll feel some body lean, but the chassis sticks like flypaper.



Technical Help Wanted

Does anyone know of a front spoiler that will fit under the front bumper of a 64 or 65 Falcon with little modification? Also, what's the best way to flare out the rear fender wheel wells to use wider tires without going to the trouble of narrowing the frame rails. Thanks for your help.

Tony Oresteen, 452 Orion Rd., Batavia, IL 60510. (312) 879-5608.

Does anybody out there have a listing of the suggested retail prices in 1965 for the "Conventional Rear Seat Speaker" (part #C5AZ 18875-A) and the "Studiosonic Sound System" (part #C5AZ 18875-E)? I checked the 1965 Falcon Illustrated Pricing and Specification Manual but found nothing. Any help with this would be deeply appreciated!

Marin F. Ennis, 1404 Dogwood Dr., West Lawn, PA 19609.

I need some technical help on the following: (1) How do I install a padded dash in a 64 HT (windshield already installed)? How are the retainers made to lock in place in their slots?

(2) How to cure leaky gas cap (64 Ranchero). I have tried gaskets made of gasket material, rubber & silicone, but with no lasting success.

Thanks much.

Skip Goddard, 2625 W. Virginia, Tucson, AZ 85746.

The Mason Dixon Chapter

Photos taken by The Mason Dixon Chapter of their Winner's Ford Meet.



Lodging in Denver June 7, 1989 For Caravan To Las Vegas Fun Run

Las Vegas Fun Run lodging in Denver: The Kipling Inn, 715 Kipling Avenue (6th Ave at Kipling, just North on the West side). Room rate for the night of June 7th is \$30 to \$35. Call Harry at (303) 232-5000 for reservations, tell him you are with the Fun Run car clubs. Caravan departure the next morning at 8:00 AM. June 8th lodging will be in Richfield, Utah, more information on motel will be available from Charles Garcia, Wasatch Chapter (801) 546-4987. Denver information: Ray Roberts (303) 986-8932

Technical Help Wanted

Dear Alan,

I have read your articles in *The Falcon News* with much interest. I have several questions you might be able to answer. Can a late model 88 H.O. 5 liter Mustang motor be bolted to a Borg Warner T 10 4 speed? I want to use my console and shifter and keep the inside stock if possible. If not, is there an after-market bell housing that can be used? Also will the H.O. stainless steel header work? If not how about the HiPo early Mustang K model cast iron exhaust manifolds? Thanks in advance for any help. I also own a 61 Ranchero with a 250 and C4 out of a Maverick.

Tom Burns, Rt 9, Box 354, Joplin, MO 64804

Technical Answer

Dear Tom:

I suggest that you buy "How to Modify your Falcon" with the Global West Catalog included because your question is essentially answered. I will however specifically answer your letter.

Any 302 (5 litre) small block will bolt to a BW T-10 with a 6 bolt bell housing bossed for the T-10. Since the T-10 had cases for the BW pattern (narrow case) and for the Ford pattern (T & C or wide case) the bell housing used must match the engine (6 bolt) and the transmission pattern and the flywheel used (157 or 168 tooth.) A scattershield is your best bet because it accomodates all of the above.

A high rpm engine should use only a new aftermarket diaphragm clutch. In addition, use a steel flywheel, unless you restrict RPM to 6000. With a post-80 engine, the flywheel imbalance (stock) was increased to 50.0 oz. The Motorsport Part # is M-6375-B302. The Motorsport diaphragm clutch part # is M-7563-A302.

The old style clutch linkage is fine with a diaphragm clutch. Do not use your stock shifter because they have a jamming problem as they wear, and the



weight drastically without sacrificing interior room.

The Falcon interior was big enough to accommodate comfortably a driver nearly six feet tall. A minimum of door thickness helped seat three passengers front and rear. Elimination of roof supports permitted inches of extra head room, though the safety of this feature must have been questioned.

Another place where little room was sacrificed was in the trunk. It was 24.5 cubic inches, enough room for two men's suiters, a lady's ensemble, a lady's overnight case, a man's overnight case and a set of golf clubs.

Interiors were tastefully finished in high quality vinyl, nylon and viscose yarn. Material on the door panels was electronically bonded, a Ford practice since 1956. Foam polyurethane was used in all seat cushions. Instruments and switches were all well placed and instruments were easily visible through the triangular deep-dish steering wheel. Instruments included a speedometer, temperature and fuel indicator, plus warning lights for oil and battery, all in the same cluster. Front door moldings were swept into the instrument panel for a more expensive car interior touch.

The 1960 Falcon was offered in four models, two-door and four-door sedans and two-door and four-door station wagons. All models came in standard and deluxe versions. The Ranchero is not found in the passenger car bro-

chure as it was sold through the Ford Truck Division. So confident was Ford in the Falcon Ranchero that the full-sized Ranchero was dropped altogether for 1960.

Falcon passenger car production reached 435,676 for the 1960 model year. This was several hundred thousand units less than expected, but it was more than the combined production for Corvair and Valiant. This pattern would continue for as long as the other two compacts were produced. The Corvair, in particular, was infinitely more innovative. But Ford had struck on a design that produced real sales success. The Falcon was a big American car scaled down into a small American car. That was what America wanted at that time. In fulfilling this need, the Falcon sold nearly half a million units in its introductory year.

For 1961 an optional 170 cid engine was offered. Essentially, this was a bored and stroked version of the 1960 engine. The larger engine, rated at 101 hp, was given a 3.50-inch bore and 2.94-inch stroke. Along with this, crankshaft, main bearings, connecting rods and pistons all had to be re-designed. The cylinder head was reshaped to preserve the 8.7:1 compression ratio with larger intake ports and valves. There were also distributor, carburetor, cooling system and muffler modifications. Despite these changes, the 170 cid six weighed only seven pounds more than the 1960 engine,

which was now downrated to 85 hp. One new model was added. This was the Futura with custom wheel covers, custom trim accents and high-styled all vinyl interiors with individual front bucket seats and center console. Falcons for 1961 have a subtle grille change. The 1961 grille is convex. The 1960 grille is concave. Total 1961 model year production was 474,241.

For 1962, Falcon again expanded the lineup. Now there was a Falcon Squire even offered with an optional Futura interior. The 1962 Falcons are identified primarily by sharp edges at the front of the front fenders and a newly designed grille with vertical bars. Model year passenger car production for 1962 was 396,129. Some of this production drop can be accounted for by the introduction of the intermediate size Fairlane. Nearly 300,000 Fairlans were produced during the first model year.

The year 1963 saw more models again. A Futura hardtop and convertible were added, followed by the Sprint convertible and hardtop introduced midyear. The Sprints had a 260 cid 164 hp "Challenger V-8" engine as standard equipment. Again, there were minor trim changes including the grille which went back to a new horizontal design. There were 328,339 Falcons produced for the 1963 model year.

Falcon styling changed for 1964 and again for 1966. As a name, the Falcon finally faded away. As an idea it was the

1963 Sprint V-8

continued

sions as the 1954 Ford. It weighed some 1500 pounds less, cost \$150 less and got 50 percent better gas mileage than a full-size 1959 Ford. Engineers had cut out weight in many ingenious ways such as making the floor of the luggage compartment the top of the 14-gallon gas tank. Body and door panels were thinner and lighter. The door frame, for instance, was made up of two pieces rather than the customary 21. In all, the Falcon body had 200 fewer parts than the standard Ford. Even the crisp, clean look with a minimum of trim was designed in part to keep weight and cost down.

Before the Falcon was built, engineers stripped apart such rival cars as Renault, Rambler and Lark. Much was learned from both the strengths and weaknesses of all the competitors. Actual road tests of the Falcon began by using mechanical components in Ford Taunus and British Ford bodies. Road tests were an integral part of the entire program. Much of the final road testing was done between Detroit and Cincinnati. Finally, the first Falcons off the line were sent on a trip covering every last mile of numbered Federal Highway in the country. It took 22 days of around-the-clock driving.

Much was uncovered in the road tests which greatly improved the cars, and improvements kept being made after the introduction date. Late spring 1959 road tests revealed that the engine smoked at high altitudes, so more expensive piston rings were fitted. It wasn't until July 1959 that the car's heater problems were finally solved. They had built such an efficient engine that it did not provide enough hot air to feed the heater. About this same time engineers discovered a hum in the drive shaft. It only developed at excessive speeds when the car was pushed to its limit, but Hooven's group demanded that it be corrected.

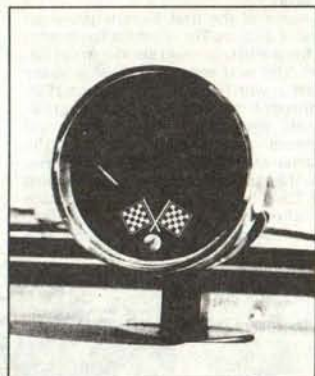
Originally the Falcon was powered by a 144 cid six-cylinder engine which developed 90 hp at 4400 rpm. This was the first totally redesigned Ford six since 1952. It contained 120 fewer parts than its predecessor. The manifold and cylinder head were cast together in one piece. The block was also cast iron, but pistons, flywheel housing and transmission extensions were all aluminum.

Carburetion was by a single-throat Holley mounted on the right side of the engine. The engine and its components were so simply designed and had so few parts that complete engine weight was a measly 345.5 pounds.

Transmission, driveshaft and axle were all of conventional design. The standard rear-end ratio of 3.10 coupled



Above: Big, round taillamps, a Ford trademark off and on for many years in the fifties and sixties, were shared by Falcon. Right: Dash-mounted 6000 rpm tach was part of Sprint package. Opposite page: Falcon exhibits especially good riding qualities for a compact car.



with a transmission having 3.29 low and 1.75 second with 6.00 tires on 13-inch wheels all helped provide fair performance and good fuel economy. The standard transmission was three-speed, all synchromesh. Optional Fordomatic two-speed had a 10 1/4-inch converter.

Front suspension was similar in construction to the full-size 1960 Ford, but with different placement of springing and shock absorbers. On the Falcon these components were mounted from the upper arm to the tower of the body structure. The lower arm and stabilizing strut formed an A-frame serving to guide the lower part of the spindle as the wheel moved. The stabilizing strut also cushioned fore and aft thrust, and an anti-dive factor was designed into the system. Rear suspension incorporated five leaf springs with a large isolating front eye bushing, angle mounted shocks and an axle insulator

to minimize road noise transfer. There was really nothing unusual about the Falcon's suspension system except the result. It soaked up road shock every bit as effectively as cars weighing 1000 pounds more.

Steering was developed expressly for the Falcon, but again was a conventional design utilizing an overall ratio of 27:1. Brakes also were conventional, but used 30 fewer parts than the big Fords.

The Falcon sat on a 109.5-inch wheelbase compared to a 118-inch wheelbase for the 1959 Ford Fairlane. Overall length was 181.1 inches compared to 208 inches. Yet interior head room and front leg room were actually greater than inside the big Ford. Rear leg room was about the same in the four-door sedan. Only hip room was less, and it was not significantly reduced. Perhaps Falcon's most remarkable feature of all was that it cut exterior size and

reverse lockout cable is also a problem. Use a Hurst Competition Plus on that T-10 which works fine with the round shift boot.

Any T-10 should also have the aluminum side cover rebushed with brass bushings to inhibit jamming during shifting. There were cast iron side covers available which do not wear and which strengthen the case, but they are hard to find.

Also, be sure to use the new ball bearing pilot bearing in the crankshaft instead of the old style pilot bushing. Be sure to check runout of the flywheel with the bell housing bolted to the engine. Use offset dowel pins to correct mis-alignment. Failure to do this means lousy shifting and premature wear of the pilot bearing/bushing.

The SS headers were made for a totally different car, and do not fit. Since your choice is a T-10, and you will use the stock clutch linkage/pedal, you must use headers which fit the car. (Cyclone 10621 or Hooker 6102). The old Mustang HI-PO cast iron header is not as efficient as a tubular header. In fact, the 289 HI-PO engine is not as efficient as a 302 SVO (1988) engine, because the new engine's power band is lower and its intake and exhaust ports are better flowing with a better combustion chamber, whereas the old engine had to be run to 6,000 RPM to develop 271 peak HP (about 210 net).

Also, I have been asked in several letters why I do not regard the 351W as a performance engine:

- * The diameter of the main bearings (3") and the very long rods make the engine less suitable for high rpm. The mains diameter causes a lot of bearing friction and the long rods reduce mid rpm torque. In practical use, this is why tournament water ski boats use a 351W as a standard engine, (fast acceleration to 40 MPH), and a 350 4-bolt main Chevy as an extra cost performance engine which can rev higher and put out more top end horsepower. (Mustangs weigh less than Camaros and there are few 350 Camaros. Mustangs do not use the 351W) Do not think that the 350 Chevy is a turkey of an engine, in fact, it is the most economical performance engine available, and is strong and reliable.
- * In addition, the exhaust port is too low and too restricted to flow well which restricts high rpm and maximum power. (Ford used to promote the 351W head swap to the 302 as offering breathing advantages, but modern head design has made that obsolete, since only the intake port and valve were larger but not the exhaust port. In addition, a better flowing head can be made from an early 289 head without smog bosses since the exhaust port can be enlarged more and a Chevy 327 1.60" exhaust valve used. As far as a 1971 and later 351W, the heads do not flow well considering the greater airflow requirement.
- * The Cleveland 2V head on the 351 W will make the engine 3" wider than the 302 which will not fit the Falcon. (1.3" higher deck plus a wider, higher exhaust port.)
- * The Cleveland 2V engine has a 1" higher deck than the 302, 2.7" diameter mains, 2" intake valve, 1.66" exhausts, big ports, better combustion chamber for higher compression, and can be built to 377 inches, and fits in the Falcon.

* When an engine has bad flowing heads considering its displacement, and a long rod and tall deck, and a large main diameter, it is not a high rpm engine as built, so it should be left alone and used for what it was designed for, a high torque 2 barrel engine for trucks and historically, for large cars with automatics. A 302 with a Motorsport Block and 351C 2V heads can be built to 331 CID and 400 plus horsepower and fits in that Falcon, and has a lot of torque.

Sincerely,

Alan Hale
Alan's Restorations
P.O. Box 2126
Truckee, California 95734
916/587-7866

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1963 Sprint V-8



Styling now began under Eugene Bordinat. The project was removed from the regular styling section and was housed in a special room. Special keys were issued so any leaks could be traced to those who had access. In the early stages an effort was made to keep styling in line with the Ford family designs, but later this idea was discarded in favor of a completely new design with softer, more flowing lines. Ultimately, the full-sized 1960 Ford followed somewhat the same lines as the Falcon.

Some of the first Falcons proposed had a distinct Thunderbird flavor with a front-end treatment similar to the Edsel. The next style considered was the Lavion which looked rather like a 1958 Lincoln from the rear with rear grille-work, squared-off tail, tail fins and reverse slanting rear window. The Lavion ended up having more influence on the Mercury Comet and was followed by the less extreme Astrion which reached the full-scale clay model stage but was rejected for lack of rear seat head room.

At no point in the development were designs definitely frozen. Designing became a continuing process of give-and-take among the various groups to coordinate ideas and components into an integrated whole that would meet the overall concept as originally outlined by Market Research. Endless sketches were submitted. When tentative approval was made they were developed into renderings. When renderings were approved they went to 1/4-scale models. The Falcon was one of the 3/4 models, but it was one of 20 designs, all of which went to full clays. The final Falcon was one of the more conservative designs, yet it was not really a copy of any other Ford-built car. It had its own distinctive concave sweep to the side panels, a unique concave, horizontal grille and a distinctive version of the famous Ford tube-type taillamps.

Several basic considerations made the Falcon look the way it did. They were cost, weight, six-passenger size, unitized body construction and production cost. Because of the uniqueness of the car, its new production methods and plant facilities and its clean-sheet design, the cost of the Falcon program exceeded that of the Edsel program, which was approximately \$150 million. The fact that the Falcon was

smaller than the Edsel and would sell for much less had little or no influence on tooling and machine costs. The company would have to recover its high development costs through greatly simplified assembly and high volume. The new facilities had to be capable of turning out at least 650,000 Falcons a year. Thus production was expanded to three plants instead of one.

Fortunately, during the period that the Falcon was under development the market for small cars grew rapidly. By the time of the Falcon's introduction, Detroit's Big Three could expect to sell 750 thousand to a million small cars annually against half a million imports and half a million more Ramblers and Larks.

Only 19 months elapsed from the time the final design was approved until "job one," when the first car rolled off the assembly line. The Thunderbird had taken 24 months. Experimenting, testing and modifying continued right up until introduction date. Jack Hooven had a team of 168 hand-picked engineers who worked around the clock and around the calendar. "They were all very bright young fellows," said Hooven, "and the majority of them didn't know all the reasons why things couldn't be done, so they just went ahead and did them."

The Falcon was the most conventional of the Big Three's small three (Falcon, Corvair and Valiant). The car had about the same interior dimen-



Reprinted from Special Interest Autos, February 1982. Submitted by Steve Springer, Austin, TX.

FORD'S NEW Falcon was unveiled to the American public on October 3, 1959. But a compact car was nothing new inside the Ford Motor Company. Ford investigated the possibility of building a small car in 1947, 1952 and 1954. However, studies showed that making such a car removed value faster than cost, as the car could not be built on a volume basis. In 1954, Ford extensively tested car size versus car value; thus the 1957 Ford was introduced on two wheelbases. (See SIA #64.) The larger Fairlanes increased value faster than price, outsold the regular Fords, and brought Ford into the number one sales position over Chevrolet. But at the same time that the 1957 Ford was introduced, the Ford market research wizards began to believe that a two-pronged trend was developing. Demand was growing at two extremes, the small car and the very big car.

It was at this time that the Falcon concept was born. In order to confuse competitors, Ford gave it the code name XK Thunderbird, and rumors quickly spread that Ford was going to bring back the small Thunderbird with a six-cylinder engine. Later the name was changed to Lavion, then Astrion. The name of Falcon was finally picked from some 10,000 names considered.

The car began as a paper plan in market research. The goal was to build a car that would weigh ¾-ton less than a conventional car, give 50 percent better gas mileage and sell for under \$2000. It would have unitized construction, weigh 2100 pounds, carry five passengers and have a four-cylinder, in-line, cast-iron block. As discussion proceeded, opinion became divid-

Full Dress Falcon

by Tim Howley
photos by the author

ed between five passengers and six. Henry Ford II decided to resolve the problem personally. He authorized the most extensive and expensive market research to that date, actually purchasing many makes of import cars and putting them in the hands of research subjects. Reactions were sought to four, five and six passenger cars at different prices and with varying fuel economies. The research showed the optimum car from an engineering standpoint would be 2100 pounds, but from a consumer standpoint it would be 2400 pounds and would carry six passengers.

There soon developed a tug-of-war between Charles F. Baldwin, special projects manager for Product Planning, and Jack Hooven, Falcon project engineer. Baldwin had strict orders to hold to the original design and budget package. Engineers kept suggesting modifications which added to weight and cost. Their most important recommendation was proposing a six-cylinder engine, which finally won out over a four. The four, the slide-rule crowd said, would lug and would require downshifting. Ultimately, Ford's top management decided they would not want to be the first to convince the

American public that four up front and four on the floor was more fun.

Hooven's task was no easy one. "We had to make the car feel like a big car," he said, "but we had to have the good handling foreign car buyers are always bragging about. The car had to avoid usual small car troubles. It had to be pussy-foot quiet on washboard roads and it couldn't have any harsh general noise."

High level meetings went on endlessly. Research continued and showed an ever-growing market for small cars. An automatic transmission was added to the plan. So was a four-door sedan. A station wagon was added, then dropped, then added again. A Ranchero was added, but would be marketed through the Ford Truck Division. A deluxe trim package was added to all passenger cars.

At the end of the research period the project was turned over to Product Planning. By this time specifications were quite tight. Length, width, height, weight, wheelbase, number of passengers, number of cylinders, horsepower and much more were all locked in. Still, nobody knew what the car would look like.



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didn't notice any excessive fade or pedal pressure build-up. During the actual brake tests, they performed exceptionally well."

Both of these convertibles are snug and rattle-free, but the Falcon seems to be better insulated than the Mustang (an impression reinforced, no doubt, by its taller gears). Certainly we were less aware of road noise in the Falcon. In all honesty the Falcon seems to be finished off better than the Mustang, and — at least in one respect — better equipped. That is, the power top, standard equipment on Falcon convertibles, cost extra on the Mustang. (Our test car didn't have it, but the one-man manual top is easy to operate.)

Both cars offer adequate front leg room. We happen to be partial to bucket seats, which the Mustang has but the Falcon does not. Even so, the Falcon seats seemed to us to have the edge in terms of comfort.

But it's in the back seat where the contrast is most apparent. The Falcon is reasonably comfortable. Even a six-footer can find room for his knees, with the front seat pushed all the way back. Not so the Mustang! It's cramped. Even with the extra inch of space mandated by Henry Ford II that rear compartment could keep a lot of chiropractors in business. Similarly, the luggage space provided by the Mustang is quite limited.

The bottom line in any comparison-report is which to choose, if the calendar were turned back to the time when these cars were new. If we had been asked that question before we undertook this comparison, our instinctive response would have been "The Mustang!" Now, however, we're not so sure.

Obviously, the Mustang has the clear



Left: One reason why the Mustang could sell for so little. The engine came straight from Falcon. Above and below: Although both cars offered sixes and V-8s, Mustang quickly emerged as the car with sports car image and performance.



advantage in styling. This, in our view, is one of the great designs of the post-war era. Equally obviously, it's miles ahead as an investment. A nice Mustang convertible must be worth at least twice as much as the equivalent Falcon, though a few years ago the difference would have been even greater.

But if the cars are regarded as transportation, which after all was their intended purpose in the first place, a different answer emerges. For the Falcon is roomier, quieter, more comfortable, better equipped and seemingly better finished than the Mustang.

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Above and below: In back the Falcon is cramped but Mustang is plain claustrophobic! Right: Mustang's instrument cluster, top, has definite Falcon origins.



SIA comparisonReport

continued

rebuilt: new wheel bearings and axle seals were installed; the brakes were overhauled; top, upholstery and carpeting were all replaced; and the car was repainted in Phoenician Yellow, its original hue. Much of the work was done by Dick Albrecht himself, with finishing touches applied by Robert Garza, of Manteca, California.

Both cars, we found, corner without excessive lean, though their suspension is tuned more for comfort than for performance. Steering, again in both instances, is pleasantly light but somewhat slow. Acceleration, we'd say, is adequate in the Cruise-O-Matic equipped Falcon, and distinctly better (though by no means neck-snapping) in the stick-shift Mustang.

The Mustang's clutch is stiff, and its action is deceptive. Pushed two-thirds of the way to the floor, it feels as though it has released. But it hasn't: a further shove is required before the gear change can safely be made. We suspect that some adjustment may be needed here. The shift linkage is a little balky. Nothing has been done to the transmission in this car, and we think it may need some help.

Braking area in these machines is a little skimpy, compared to the competition, but although fairly heavy pedal pressure is required, we were pleasantly surprised at how well the binders work. Motor Trend, road-testing a 1963 Falcon with brakes identical to those of both of our comparisonReport cars, noted: "We used the brakes hard...but

The Lone Star Chapter Makes the Headlines

39 members of car club meet monthly

By LEONA ALLEN
Staff Writer

When most people think of a falcon, the first thing that comes to mind is the bird that is considered of nature's fastest flying predators.

When the 39 members of the Lonestar Chapter of the Falcon Club think of the word, they think of the Ford-built economy cars many of them have spent years collecting and restoring. President Marty Martin said all the members of the club have one thing in common — they appreciate a thing of beauty.

"Our members are as far north as Wichita Falls and as far south as Austin," Martin said. "We have many members from this area, including two from Coppell, and I am from Garland. We meet once a month, usually on the third Sunday of the month, to have a planning session about our cars and discuss the things we would like to do with them next. If it is fair weather, most people drive their cars to the meetings, as many did to the meeting recently in Coppell.

"A lot of people don't know we exist, but our chapter is part of the national Falcon Club of America which includes 36 local chapters and 4,200 members. The goal is to get together and exchange ideas about restoring and motors, to help each other preserve a piece of history," he said.



Members of the Lonestar Chapter of the Falcon Club pose in front of a 1964 hardtop Falcon. The club has 39 members who all restore and collect vintage Ford Falcons as a hobby. Mem-

bers include Coppell resident Nancy Latta, center, and clockwise, Marty Martin, president; Frank Bell, John Hewitt, Allen Hejl, Dave Lutzinger and Coppell resident Scott Latta.

Joan Sheehan/Staff photo

Eventually It Became a Horse Race

Back in 1965 the Mustang's only competitors in the "sporty personal car" field were the Chevy Monza and Corsa, and the Plymouth Barracuda. The former were upscale, bucket-seated versions of the Corvair, while the latter was a fastback derivative of the Valiant hardtop featuring an enormous, 2,074-square-inch backlight.

But by 1965 there was no shortage of competitors for the Falcon. Chevrolet offered both the Corvair, a highly unusual machine, at least by American standards, and the totally conventional Chevy II. Chrysler Corporation had the Plymouth Valiant and its slightly stretched companion, the Dodge Dart. From American Motors came the Rambler American, the little car that must be credited with starting it all. And Ford's own Lincoln-Mercury Division supplied the Comet, a longer-wheelbase version of the Falcon.

Among this group of compact cars, some interesting comparisons can be drawn. (See chart, page 20.)

• The Rambler offered the lowest standard horsepower and the only L-head engine in the group, but its optional ohv powerplant was the most powerful six in the field.

• Falcon supplied the biggest standard V-8 — but the smallest brakes.

• Chevrolet's Corvair was the lightest car in the group, while the Chevy II was the heaviest.

• Only the Corvair offered an air-cooled rear engine and independent rear suspension.

• Torsion bar front suspension was exclusive to the Valiant and its near-twin, the Dart.

Thus the economy-minded 1965 motorist could choose among a wide field of reasonably priced, highly competent small cars, cars which laid the groundwork for the sporty derivatives that would follow in later years. For in time, "porky cars" (the term itself serves to credit Ford with having originated the genre) would be derived from each of these compacts, excepting only the Corvair. Arriving on the scene for 1967 was the Chevrolet Camaro, offspring of the Chevy II, as well as Mercury's handsome Cougar. That same year there was a second-generation Barracuda — this one much more sharply differentiated than before, at least in terms of styling, from the Valiant. American Motors joined the horse race in 1968 with the Javelin (see SIA #94), with Dodge belatedly fielding the Challenger in 1970.

All of which was more than even Lee Iacocca could have predicted.

Martin owns seven Falcons. He said he started collecting the Ford car in 1963 when he purchased his first one brand new. He said people in the club appreciate the car because it is "super simple, super light and super strong." The last Falcon made was a 1970½ and, Martin said, in the case of cars, older is better.

"People are beginning to appreciate more and more the value of vintage cars," Martin said. "They appreciate them more now because of the cars that are being built today. Most cars these days are all run by computers. If the computer breaks down, the car is gone."

"However, the Falcon is one of the first unit-body cars. If one of those cars breaks down, nine times out of 10, the person could fix it right on the spot — it's just that simple."

Coppell residents Scott and Nancy Latta, owners of the Pet Tub on Sandy Lake Road, own three Falcons — a 1964 Sprint convertible, a 1963 Sprint hardtop and a 1965 Ranchero. Nancy said she and her husband, who is vice president of the organization, became involved in the club simply for the fun of having a love of cars in common with other people.

"It's something we've been involved in for a while," Nancy said. "We have three of the cars and it is fun to know that there are people out there who have as much fun as we do restoring them."

"Through the club, we get a chance to meet a lot of interesting

people. Last year, we had a regional meeting in Plano where we had people who came as far as North Carolina. It's a really fun hobby and we have learned a lot since being involved in the club," she said.

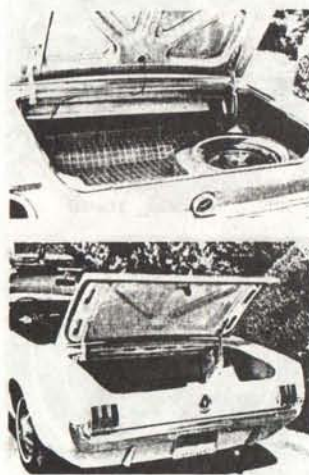
Martin said a lot of people become aware of the club by noticing all the similar cars where the members are attending monthly meetings. If that sort of open invitation doesn't work, each member of the club has cards to put on the windshields of other Falcons he or she sees on the street.

"Every time you see an unusual Falcon, you put a card on the windshield. The card asks, 'Did you know there was a Falcon club?' A lot of people do not know, but when they find out, they definitely want to become a part of the club. We signed up six new members at the regional meeting."

Martin said being in the Falcon Club affords him and the other members an opportunity to reminisce about the past.

"There are a lot of members who have had the cars since they bought them new, and they have most of their original parts and interior; but there are also people in the club who have bought the cars and restored them to their present state," Martin said. "However the members got the cars in their possession, they all take a lot of pride in their cars. I think that's what makes the club successful."

Submitted by Frank Bell, Watauga, TX

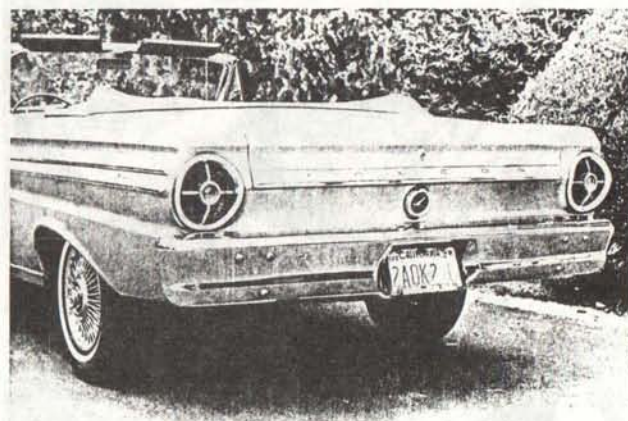


valve "six" is a vastly better unit than the original Falcon engine, introduced in 1960. Not only was the 144-c.i.d., four-bearing version badly underpowered, but its lubrication system tended to starve the valve train, creating a most unpleasant clatter. The 200-cubic-inch job, on the other hand, is both durable and quiet, as well as substantially more powerful. Good enough, in fact, to have served to power Ford Fairmont and Mercury Zephyr models into the 1980s.

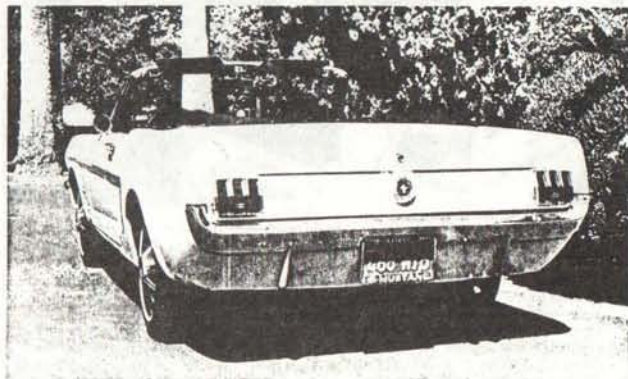
Standard equipment for both Falcon and Mustang was a three-speed manual transmission, with the three-speed Cruise-O-Matic available at extra cost. Here we were able to observe the contrast, for our Mustang is fitted with the stick shift while the Falcon has the automatic. The latter, a very smooth performer, carries with it a taller axle ratio: 2.83:1 in lieu of 3.20:1. Neither car is equipped with the optional power-assisted steering or brakes. Nor, in our view, is the power equipment really needed for these light and nicely balanced cars.

Our comparison Report Falcon was in pretty sad shape when it was acquired by its present owner, Eddie Call, of Stockton, California. First sold in Philadelphia, it had been driven to Los Angeles in the mid-1970s by its second owner. A third buyer started out in the early 1980s on a trip to the Pacific Northwest, but he got only as far as Stockton, about halfway up California's great Central Valley, before the car died. Having no money for repairs, he sold the little ragtop, and at that point Eddie Call acquired it.

Surprisingly, since it had been an East Coast car for many years, there was no rust in evidence. But there was extensive body damage. The right side had



Left: Neither car has overwhelming trunk space as top storage area chews up square footage. Above and below: Out back, both cars exhibit restrained design with Mustang the plainer of the two.



been bashed in, virtually all the brightwork needed replacement, and most of the sheet metal had been massaged. The engine had been rebuilt fairly recently, but the transmission needed help and work was needed on the front end.

Eddie haunted the wrecking yards and the swap meets, and answered any number of ads. Doors, front fenders, bumpers, vent wings, taillamps, headlamp bezels, fuel tank and other components were replaced with good used parts. A new old stock grille was located, along with new side trim. Reproduction carpets and trunk mat were installed.

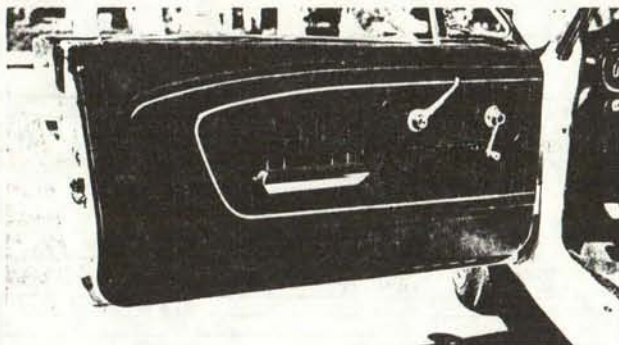
And then the car was sent to the body shop at San Joaquin Delta Community College, where the students — under the watchful eye of instructor George Nishimoto — undertook to straighten the body panels and repaint the car in its original Honey Gold color. Their thoroughly professional work speaks well

for both the students and their instructor.

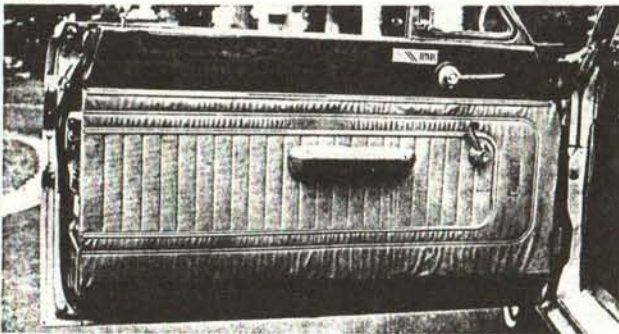
The Mustang, too, had sustained body damage to the right side, necessitating replacement of the right door and the right rear clip. In general, however, its body was in better shape than that of the Falcon when it was acquired by its present owner, Dick Albrecht, another Stockton resident.

Assembled at Ford's Milpitas plant, this car was first sold in nearby San Jose. Exactly when it passed to the hands of its second owner, we have been unable to learn, but in any event this lady was a marine biologist who was overseas much of the time. Consequently the Mustang has logged only 78,000 miles to date — scarcely more than half the total racked up by Eddie Call's Falcon.

Even so, a great deal of effort was required in order to bring the Mustang to its present condition. The engine was



Above and below: The two cars share door hardware, but Mustang panels have sportier appearance than Falcon's. Right: Power top was an option on Mustangs, standard on Falcon.



1965: Transition Time by Dave Brown

When we remind ourselves of what made American culture of the 1960s unique, the features we remember best were either unfolding or just achieving their full form in 1965.

Lyndon Johnson had turned a presidency acquired through the assassination of John Kennedy into a mandate in the 1964 election. Early in the year his administration launched the "Great Society," a wide ranging social agenda built upon but eclipsing the previous generation's "New Deal." The Civil Rights movement reached a climax with Martin Luther King's march on Selma, Alabama, that spring. In August, rioting in the Watts district of Los Angeles brought the black urban ghetto into the consciousness of middle America.

By means of the now ubiquitous television set, scenes of an escalating war effort in Southeast Asia became familiar to us all. We winced in November when a massive power outage in the Northeast underscored our dependence on technology, then cheered in December when the same scientific expertise enabled astronauts

Frank Borman and James Lovell, Jr. to orbit the earth 206 times.

Elders members of the "baby boom" generation, born following World War II, were graduating from high school in 1965 and commencing to enter adulthood. If only because of the sheer numbers they could muster, their agenda had an impact on their elders. Long hair, sandals and marijuana use commenced to be seen: a "generation gap" had begun. Rock and roll music, with us now for a decade, had proven its staying power. Now, however, its light, romantic lyrics were supplemented with a brand of social commentary known as the "protest" song.

Moviefans in 1965 watched Peter Sellers and Peter O'Toole in *What's New Pussycat*, along with Cat Ballou, starring Lee Marvin. The reading list included James Michener's *The Source* and Eric Berne's *Games People Play*.

For many of us, the sixties were good times. Still, by 1965 we had lost the unbridled and perhaps excessive optimism of the fifties.

Somehow the world didn't feel quite as comfortable as it once had been.



SIA comparisonReport

continued

price differential was only \$78. Not surprisingly, the soft-top Mustang outsold its Falcon counterpart by a margin of eleven to one.

As matters developed, 1965 was the last year for the Falcon's original 109 1/2-inch wheelbase, as well as the final appearance of the hardtop and convertible body styles. For 1966 the Falcon would become, in effect, a truncated (and rather clumsily proportioned) version of the Fairlane. Larger, heavier (by 150 pounds) and somewhat more expensive than the 1965 model, it had lost whatever sporting pretensions the Falcon had acquired along the way, and it had strayed far from the original Falcon concept. Not until the coming of the Maverick, in mid-1969, would Ford again market a McNamara-style, back-to-basics compact car.

Driving Impressions

Until recently very little attention was paid to the six-cylinder Mustangs, although more than a third of the 1965 models were powered by that engine. And even less attention has been given by collectors to the Falcon, a situation which appears to be changing now. So in order to help fill the gap, SIA has undertaken to compare the Falcon six and its more glamorous counterpart.

[We almost said "offspring." But how can a bird beget a horse?]

Both of our comparisonReport cars are powered by the 200-c.i.d., 120-horsepower engine, standard issue for the Mustang, optional at extra cost in the Falcon. This seven-bearing, overhead-

Dear Editor,

I am enclosing copies of a road test of the 1960 Ford Falcon I came across in an issue of *Mechanix Illustrated* from October, 1959. Maybe you can use it in a future newsletter. Thanks a bunch!

Your Falcon Friend,

Dave Thiele, 3903 Half Turn Place, Colorado Springs, CO 80917

Reprinted from *Mechanix Illustrated*, October 1959.

McCAHILL TESTS THE NEW

FORD FALCON



UNCLE TOM thought two seven-inch headlights were a great feature of car.

By Tom McCahill

THE Ford Falcon is here and it's quite a car.

The introduction of a brand-new automobile in this country is now only slightly less important than the admittance of a new state into the Union. And the Falcon is an entirely new car even though its maker, the Ford Motor Company, has been in the business since the beginning.

Whether you call it a "small" car, an "economy" car or a "compact" car, the Falcon is about as clean a piece of design as has ever come out



SLOPE-DOWN hood meets wide aluminum grille on 2,320-pound car.



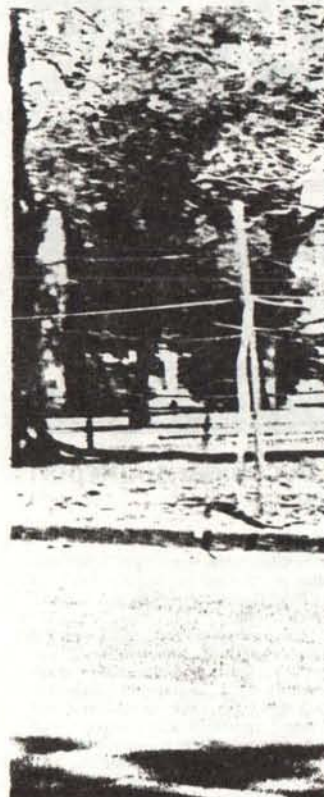
TIGHT-CORNERING Falcon dug in on curves, proved more adept than the '59 Ford.



TRUNK-TESTER Jim McMichael in 24.5-cubic foot space. Big Ford has 35.7 cubic feet.

of Michigan. No extra trim, no unnecessary bulges, just nice, simple lines. What little chrome is used seems to be of top quality.

Built on a 109½-inch wheelbase, the Falcon is not a "mini-car" by any stretch of the imagination. As a matter of fact, it is just about the size of the typical American car of 1952—and some of its dimensions are identical to those of some 1959 "big" cars! For example, the shoulder room in the four-door Falcon, both front and back, is actually two-tenths of an inch wider than that of the standard 1952 four-door Ford sedan—and I don't remember too many gripes about claustrophobia or bent



largely a fiction, however, for on October 1, 1964, a revised version appeared. Styling was unchanged, but the second series 1965s — some call them the "true" '65s — were more powerful: The 200 and 289 c.i.d. engines replaced the 170 and 260, respectively, as the standard powerplants. And a new fastback was added to the original hardtop and convertible configurations. Prices, remarkably enough, were unchanged.

In the meanwhile the Falcon had not been standing still. Visually there was little difference in the 1965 model, although a new grille was adopted. But the 144-cubic-inch engine was dropped, the 289-c.i.d. V-8 replaced the 260, and the three-speed Cruise-O-Matic transmission was substituted for the less efficient Ford-O-Matic. Most of the options offered on the Mustang were also available for the Falcon. But buyers were quick to note that by the time a Falcon convertible was outfitted with bucket seats and the 200-c.i.d. engine — both standard issue on the second series 1965 Mustang — the

Comparative Specifications 1965 Falcon and Mustang Sixes

	Falcon	Mustang
Price (f.o.b. factory with standard equipment)	\$2,481	\$2,614
Options on feature cars	200-c.i.d. engine, Cruise-O-Matic transmission, radio, wire wheel covers, rocker panel molding, backup lamps, luggage compartment light, interior light group, 14-inch wheels, 2-speed wiper with windshield washer	Radio, white sidewall tires
Engines (identical in both cars)	In-line, 6-cylinder	Same
Bore x stroke	3 11/16" x 3 1/4"	3 11/16" x 3 1/4"
Displacement	200.2 cu. in.	200.2 cu. in.
Compression ratio	9.20:1	9.20:1
Max. bhp @ rpm	120 @ 4,400	120 @ 4,400
Max. torque @ rpm	190 @ 2,400	190 @ 2,400
Taxable horsepower	32.5	32.5
Valve configuration	Ohv	Ohv
Valve lifters	Hydraulic	Hydraulic
Main bearings	Seven	Seven
Induction system	1-bbl carburetor, mechanical pump	1-bbl carburetor, mechanical pump
Lubrication system	Pressure	Pressure
Exhaust system	Single	Single
Electrical system	12-volt	12-volt
Clutch	N/a	Single dry plate
Diameter		8 1/2"
Actuation		Mechanical, foot pedal
Transmission	Cruise-O-Matic 3-speed automatic	3-speed manual, floor lever
Ratios	2.46/1.46/1.00 (2.20 reverse)	2.76/1.69/1.00 (3.74 reverse)
Max ratio at stall (torque conv)	2.14	N/a
Differential	Hypoid	Hypoid
Ratio	2.83:1	3.20:1
Drive axles	Semi-floating	Semi-floating
Steering	Manual	Manual
Turns, lock to lock	4 1/4	5
Ratios	19.9 gear, 27.0 overall	19.9 gear, 27.0 overall
Turning circle	38' 10" (curb/curb)	38' 11" (curb/curb)
Brakes (identical, both cars)	4-wheel hydraulic drum type	4-wheel hydraulic drum type
Drum diameter	9 inches	9 inches
Effective area	114.3 sq. in.	114.3 sq. in.
Chassis and body	All-steel unitized	All-steel unitized
Body style	Convertible coupe	Convertible coupe
Front suspension	Ball joint type w/coil springs pivot-mounted on upper arms. Link stabilizer	Ball joint type w/coil springs mounted on upper arms. Link-type stabilizer
Rear suspension	Conventional, semi-elliptic springs	Conventional, semi-elliptic springs
Tires (factory equipment)	6.45/14	6.50/13
Tires (present)	P195/75-14	P185/80-13
Wheels	Pressed steel, drop-center rims	Pressed steel, drop-center rims
Crankcase capacity	3 1/2 quarts (less filter)	3 1/2 quarts (less filter)
Transmission capacity	15 pints	2 1/2 pints
Cooling system (w/heater)	19 pints	19 pints
Fuel tank	14 gallons	16 gallons
Wheelbase	109.5 inches	108.0 inches
Overall length	181.6 inches	181.6 inches
Overall width	71.6 inches	68.2 inches
Overall height	53.8 inches	51.1 inches
Track, front/rear	55.0"/56.0"	55.4"/56.0"
Trunk volume (cu. ft.)	9.1	7.7
Ground clearance (min.)	5.6 inches	5.2 inches
Shipping weight	2,675 pounds	2,650 pounds
Horsepower/c.i.d.	.599	
Pounds/horsepower	22.3	22.1
Pounds/c.i.d.	13.4	13.2
Pounds/sq. in. (brakes)	23.4	23.2



Both Falcon and Mustang corner competently and without excessive lean while delivering a comfortable ride over most surfaces.



SIA comparisonReport continued

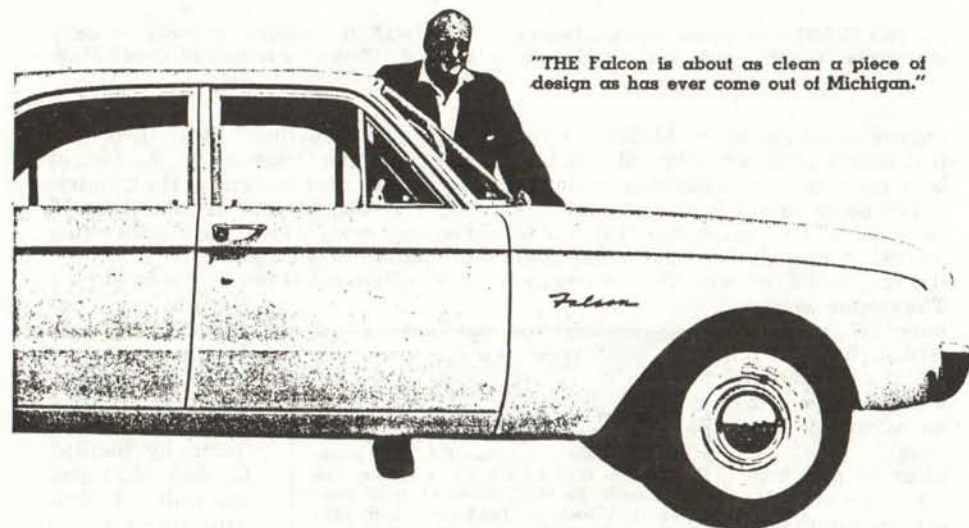
The use of Falcon components enabled Ford to keep the Mustang's base price as low as \$2,368 for the six-cylinder hardtop. V-8 power cost another \$108, and a wide range of options was available. Luxury touches included the Cruise-O-Matic transmission (\$179.80 with the "six," \$189.60 with the V-8), power steering (\$86.30), power brakes (\$43.20) and air conditioner (\$283.20). Or the performance buff could tailor the Mustang to his own preferences by adding the 271-horsepower V-8 (\$442.60), four-speed manual transmission (\$75.80 with V-8 power), special handling package (\$31.30), limited-slip differential (\$42.50) and front disc brakes (\$58). Thus the Mustang became — depending upon the option list — a car of many personalities.

Although it made the scene on schedule, in April 1964, the original Mustang was billed as a 1965 model. This was

shoulder blades back in those days. Legroom in this new Falcon is exactly the same as that in the '59 four-door Ford. Overall length is 181.1 inches, a little over 15 feet.

"So what about this 'smaller' pitch?" you may ask. The pitch is, the Falcon's 24.5-cubic-foot trunk (which was average some years ago) is hardly the match of the 35.7-cubic-foot cargo hold of the regular 1960 Ford. The Falcon is slightly more than ten inches narrower

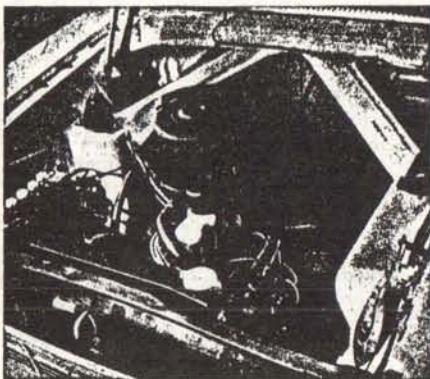
over all than the standard '60 Ford . . . and two feet shorter. The Falcon doesn't have the long overhang—a bow to styling and nothing else—which has been so typical in recent years. This car hits the scales at 2,320 pounds, as against the deluxe '60 Ford's just-over 3,900. (My 1953 Lincoln, by the way, weighed in at 3,800!) The regular Ford is, by any standard, a "big" car today—the Falcon is not. As one Ford engineer stated, "The Falcon is about as close as



"THE Falcon is about as clean a piece of design as has ever come out of Michigan."



REAR END is neat, taillights are recessed in half moons.



POWER PLANT—an in-line, overhead-valve six—gives car top speed of about 85 mph.



DASHBOARD includes a choke actually marked "Choke," a feature McCahill liked.

anyone could get to the Model A Ford if it hadn't been discontinued and had been progressively brought up to date."

The power plant is an in-line, overhead-valve six, displacing 144 cubic inches, or roughly 200 inches less than the standard Ford with the big engine.

The engine weighs only 345 pounds. Although quite a bit of aluminum was employed in an effort to save weight, the basic block is cast iron because of its proven durability. However, the Falcon has gone heavily into aluminum in such places as the flywheel housing, the grille and other low-wear spots.

The steering, though unpowered, is easy, perhaps due to its 27:1 ratio which in my opinion cuts somewhat into the car's potential. The Ford boys had an answer for this: "A slow-steering rig is actually safer in the hands of a neophyte or novice, who usually has a tendency to oversteer in an emergency whereas the expert is much safer

with quick steering." But then, you can count the "experts" on the toes of one foot in most sections of the country. The steering diameter is more than 37 feet, not exactly ideal for maneuvering in and out of a closet.

The Falcon has two features which I thought were far superior to those found on more expensive Ford products. It has a genuine choke (actually marked Choke) that you can pull out when you need to—a real advantage in this day and age. The second great feature, and one that in my book gives it a scoop over the entire industry for 1960, is that it has just two seven-inch head-

lights that really do a job. The rest of the Ford line is still handicapped by four inadequate semi-spots.

Compared with the old days, the Ford engineers of today all seem to have taken their morning shower with truth serum. In talking to them I found none of the old-time

Iacocca recalls, "here was a market in search of a car.... We were in a position... to tailor a new product for a hungry new market."

It was evident that if a new car was to be successfully marketed, the price would have to be reasonable, which meant that both development and production costs would have to be held to a minimum. Ford had taken a monumental bath with the Edsel, and heavy retooling expenses would be incurred in connection with the new full-sized Ford, planned for 1965. So venture capital was in short supply. Some of the company's senior executives viewed the "sporty car" proposal with skepticism.

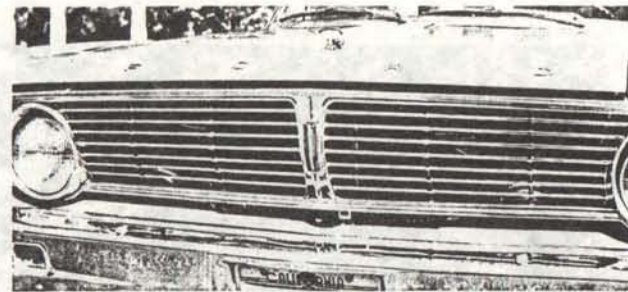
But Iacocca pushed ahead. By using components borrowed from the Falcon, he reasoned, the investment could be held to something like \$75 million—less than a quarter of what an entirely new car would cost. Still, there were doubters. Iacocca recalls that one of Ford's product planners commented that "making a sporty car out of a Falcon was like putting falsies on grandma."

The styling department came up with no fewer than 18 clay models, none of which seemed to be quite right. The pressure was on; Iacocca's goal was to have the new car ready for display at the opening of the New York World's Fair. In April 1964—just 21 months away. To speed the process, styling director Gene Bordinat staged a contest among the Ford, Lincoln-Mercury and corporate styling studios, charging each of them to come up with at least one clay model, and have it ready in just 20 days. Impossible! Or so it must have seemed, but when the deadline arrived there were seven models to choose from.

The winning proposal—tentatively called the Cougar—was submitted by Dave Ash, assistant to Ford studio chief Joe Oros. With its long hood/short deck configuration and its smart, crisp lines, it "looked like it was moving," Iacocca recalls, "although it was just sitting there on the studio floor."

The critical challenge was that of selling the "Cougar" to Henry Ford II. Fortunately, he was enthusiastic, although he mandated (wisely, in our view) that an extra inch be added to the rear seat leg room. That there were risks involved in the project, Ford fully understood, but to Iacocca he confided, "If you want to be in this business and not lose your mind, you've got to be a little bold!"

For reasons that are not altogether clear, the Cougar name was dropped in favor of "Mustang," which had been the title of one of the unsuccessful styling proposals. Curiously, the original reference was to the famed World War II fighter plane, rather than the animal, but the wild horse quickly became the new car's mascot.



There's not a lot of family resemblance in the grille designs, either. Falcon is modeled after big Fords while Mustang is unlike anything else from Dearborn.

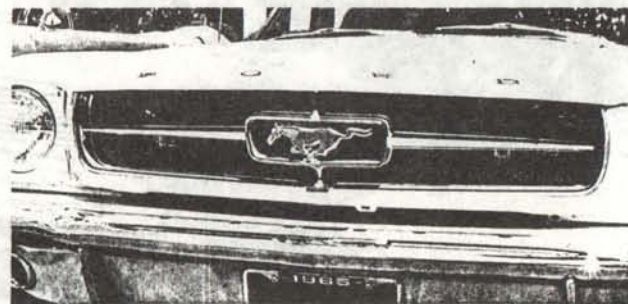
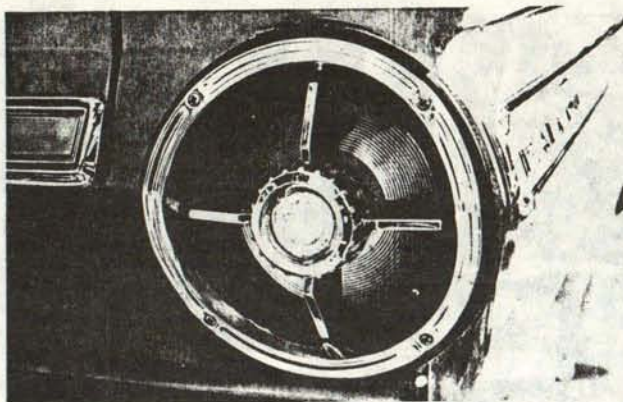


Table of Prices, Weights and Production

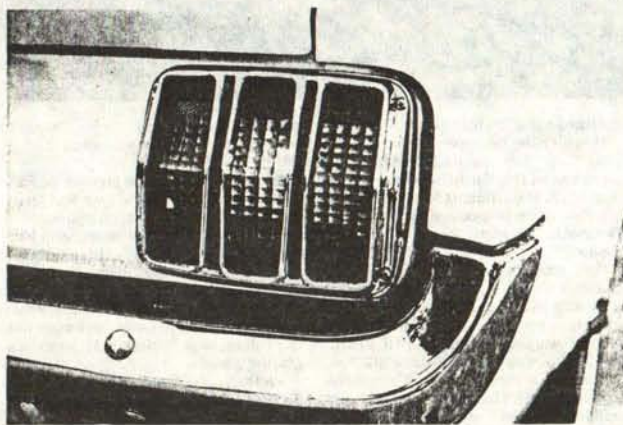
1965 Falcon			
	Price	Weight	Production
Falcon Series			
Sedan, 4-door	\$2,038	2,410	30,186
Sedan, 2-door	\$1,977	2,370	35,858
Futura Series			
Sedan, 4-door	\$2,146	2,410	33,985
Sedan, 2-door	\$2,099	2,375	11,670
Hardtop Coupe	\$2,179	2,395	24,451
Hardtop Coupe (bucket seats)	\$2,226	2,380	1,303
Convertible	\$2,428	2,675	6,191
Convertible (bucket seats)	\$2,481	2,660	124
"Sprint" Hardtop	\$2,425	2,813	2,806
"Sprint" Convertible	\$2,660	2,695	300
Station Wagon Series			
Falcon Wagon, 4-door	\$2,317	2,680	14,911
Falcon Wagon, 2-door	\$2,284	2,640	4,891
Futura Wagon	\$2,453	2,670	12,548
Squire Wagon	\$2,608	2,695	6,703
TOTAL			185,927
1965 Mustang			
	Price	Weight	Production*
Hardtop Coupe	\$2,372	2,405	409,260
Fastback Coupe	\$2,589	2,515	77,079
Convertible	\$2,614	2,650	73,112
TOTAL			559,451

* Production figures do not include Mustangs built prior to October 1, 1964 (sometimes known as the "1964 1/2" models).

All prices are f.o.b. factory, with standard equipment, federal excise tax and preparation charges included.



Taillamp treatment couldn't be more different. Falcon uses a variation on traditional Ford round lamp design while Mustang carries distinctive tri-section rectangles.



SIA comparisonReport

continued

Fairlane, first introduced in 1962, had lured away substantial numbers of sedan and station wagon buyers.

If the original Falcon represented an extension of Robert McNamara's bland personality, surely the flashy little Mustang reflected the extroverted Iacocca. Not that he actually designed the car, but reportedly the concept was his, and certainly it was he who pushed the proposal.

The inspiration, however, had come from Chevrolet. The rear-engined Corvair had been anything but a sales sensation in its original guise, that of an economy vehicle. But by 1962 sales of the sporty Monza variant were brisk, accounting for 71.5 percent of the Corvair's total volume. As Iacocca has noted in his autobiography, "We at Ford had nothing to offer to the people who were considering a Monza, but it was clear to us that they represented a growing market."

Meanwhile, Falcon buyers had been opting, in surprising numbers, for larger engines, automatic transmissions and trim items such as white sidewall tires. Clearly there was a market for a sporty, upscale compact car.

The demographics supported this conclusion. The postwar "baby boomers" — hordes of them — were about to enter the automobile market. The number of two-car families was growing fast, and the second car was typically smaller and sportier than the first. Women buyers, their numbers increasing rapidly, tended to prefer smaller, more maneuverable cars — as well as stylish ones. "Whereas the Edsel had been a car in search of a market it never found," Lee

subterfuge we used to get. Perhaps this is due to the straightforward attitude of Ford's Chief Engineer, Hans Matthias, and the Executive Engineer, Dr. Don Frey. Anyway, when I asked one of their assistants, "What do you really think of this quadruple headlight set-up?" he answered, without batting an eye, "They're real lousy and we'll be only too glad when Styling takes them back because they never were anything but a styling innovation in the first place."

To test the Falcon I made many runs on Ford's Dearborn test track. In one series of runs around a tightening circle, about 80 yards in diameter, we actually staged an impromptu race between a regular '59 Ford and the Falcon. I drove the Falcon and the big Ford was supposed to tail me. The Falcon gained speed and cut the corners like a power lawn-edger. It kept going around and around, faster and faster, until the '59 Ford was running on its sidewalls to the point of roll-over. The Falcon kept digging in, at the same time pulling steadily away from the Ford, and it did it on cornering ability alone as the big Ford on the straightaway could devour this Falcon.

My test car was equipped with an automatic transmission, which proved quite a handicap, performance-wise. Zero to 60 mph averaged 21.7 seconds which, as you know, is not world-shaking but pretty typical of small imported sedans. When I got a look at some engineering charts they showed that with a stick shift the Ford boys averaged 17.4 seconds for 0-60, which is a solid four seconds faster than with the automatic twirler. As undoubtedly most of you know, all automatic transmissions sop up horsepower and the smaller the engine the deeper an automatic will cut into the car's getaway performance. With bigger engines—meaning those in the neighborhood of 400 cubic inches—the dif-

ference for 0-60 mph between a stick or an automatic transmission is only fractional, as you have so much extra torque working for you. In fact, unless the stick-shifter is fairly expert, he can often be beaten by an automatic transmission. This is not the case with the small engines. Top speed is a shade over 85 mph.

What about the Falcon as an "economy" car? I was told that in hard tests these cars

have averaged between 23-25 miles per gallon. For the ordinary American, the difference between a car giving 16 miles per gallon against one getting 18-19 mpg wouldn't pay for the martinis at the end of a long run. Gasoline economy doesn't really begin to mean much until the figure is almost double that of another car. In other words, 28-30 mpg can mean a lot when compared to a car getting 15.

The economy pitch pertaining to the Falcon comes in its purchase price. I was told by the Ford men that you will be able to buy a Falcon in any of the major cities for under \$2,000, delivered. This price could give Ford models that sell for \$3,000 and up some real competition.

After my Falcon test I joined an open discussion with some of the Ford brass as to just what role in the company the Falcon might be playing five or six years from now. When I asked these men if they thought there was a chance that the Falcon might be outselling the regular Ford by 1965, opinions ranged from "Yes" to "I don't know" to a few definite "No!" answers. After talking with these men, who included several division heads, I came away with the impression (with which I agree wholeheartedly) that the majority of American buyers—meaning at least 80 per cent—want big cars and that perhaps 20 per cent really want small ones. The typical American one-car-owning family wants a rig not only for general everyday use but one that can carry the water skis, picnic boxes and a variety of luggage for a two-week vacation every year. In Europe things are different. Two hundred miles is a long trip on the Continent and many Europeans can carry their vacation wardrobe in a lunchbox. Over here, 200 miles is hardly a morning's warmup and a family needs a big car just to handle the necessities for a trip.

In summing up, the Falcon looks like a real, honest value to me and it should appeal strongly to a lot of buyers. It has a soft yet excellent ride. It corners well. It's not too big and it's not too small. Before buying any small-type car, give the Falcon a hard look. It's well engineered. At this writing it comes only in a two-door or a four-door sedan version. However, a sta-

1965 Comparison Table: Compact Four-Door Sedans

	Ford Falcon	Chevy II	Chevy Corvair	Rambler American	Plymouth Valiant
Price, base 4-door sedan	\$2,082	\$2,115	\$2,142	\$2,036	\$2,075
HP/c.i.d. std. 6-cyl. engine	105/170	120/194	95/164	90/195.6	101/170
HP/c.i.d., opt. 6-cyl. engine	120/200	140/230	110/164	155/232	145/225
HP/c.i.d., base V-8 engine	200/289	195/283	N/a	N/a	180/273
Front springing	Coils	Coils	Coils	Coils	Torsion Bars
Braking area (sq. in.)	114.3	168.9	168.9	139.5	153.5
Tire size (standard)	6.00/13	6.50/13	6.50/13	6.45/14	6.50/13
Wheelbase	109.5 inches	110 inches	108 inches	106 inches	106 inches
Overall length	181.6 inches	182.9 inches	183.3 inches	177.3 inches	188.2 inches
Overall height	54.5 inches	55.0 inches	51.2 inches	54.5 inches	53.5 inches
Overall width	71.6 inches	69.9 inches	69.7 inches	70.9 inches	70.1 inches
Weight (pounds)	2,410	2,670	2,405	2,518	2,590
Final drive ratio (std. trans.)	3.20:1	3.08:1	3.27:1	3.08:1	3.23:1
Optional automatic transmission	3-speed	2-speed	2-speed	3-speed	3-speed
Production (model year)	185,927	118,115	235,500*	112,883	153,576

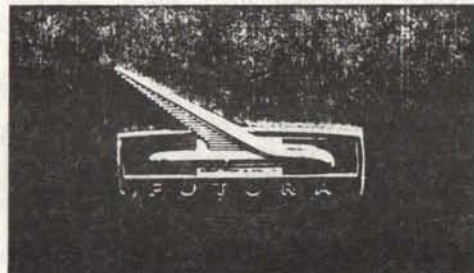
* 77 percent of Corvair production consisted of Monza and Corsa models.

tion wagon is promised by the first of the year. A final attractive feature I should mention is that the available accessories are limited in number. List automatic transmission, tinted glass, padded safety package, radio and heater and you've run

through them all—which should be good protection against the dealers who like to load every buyer with accessories ranging from roulette wheels to a year's supply of Sen-Sen. •

1965 Falcon vs. 1965 Mustang

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Submitted by John Slowiak, Stickney, IL.



IT would be difficult to imagine two more dissimilar personalities than Robert Strange McNamara and Lido Anthony Iacocca. Yet each of them in turn was responsible for one of the Ford Motor Company's major success stories.

McNamara, a former Harvard professor, was — as Robert Lacey has noted — “a puritan.” He looked the part, too, with his hair parted in the middle, his low-key demeanor, his rimless “granny” glasses and conservatively tailored suits. And although he spent 15 years in Ford's employ, rising ultimately to the presidency of the organization, there was no gasoline flowing in his veins. McNamara obviously viewed the automobile as nothing more than transportation.

The car for which Professor McNamara is best remembered reflects his personality. Conventionally styled, no frills, designed for easy maintenance, it represented a return to the basics, a sort of latter-day Model A. It was, of course, the 1960 Falcon. And in its time the Falcon was the best-selling new car the company had ever introduced.

Iacocca, on the other hand, could be thought of as McNamara's opposite number. Completely opposite! The son of proud, fiercely independent Italian immigrant parents, he proudly boasts that he “came up the hard way.” Flamboyant, profane, enthusiastic by nature, and a born salesman, he has carried on a lifelong love affair with the automobile. To Iacocca the car is — or at any rate ought to be — the extension of its

by Alex Meredith
photos by Bud Juneau

owner's personality.

So it comes as no surprise that it was Iacocca who was responsible for transforming McNamara's staid Falcon into the sporty, high-styled, youth-oriented Mustang. Once again, just as the Falcon had done, the new model reflected the personality of its mentor. And once again the new car broke all previous first-year sales records — including that of the Falcon.

The Falcon made its debut on October

8, 1959, six days after the introduction of Chevrolet's rear-engined Corvair. Both were designed, as was Chrysler's Valiant, to capitalize on the rapidly growing economy-car market. And from a sales standpoint it was simply no contest. Production for that initial model year — 1960 — came to 435,676 Falcons, 250,007 Corvairs and 194,292 Valiants. By avoiding the mechanical sophistication of the Corvair and the styling extremes of the Valiant, McNamara — vice president, at the time, for all of Ford's car and truck divisions — had produced a winner.

It was strictly a plain-Jane automobile. Power came from an 85-horsepower, 144-cubic-inch, overhead-valve



six. Body styles, that first year, were confined to two- and four-door sedans and two- and four-door station wagons. The option list was short. The two-speed Ford-O-Matic transmission (\$159) was quite popular, despite the severe penalty it exacted from the Falcon's already marginal performance. There was a dress-up trim package (\$66), heater/defroster (\$68), and a radio (\$54). But no power steering or brakes, and no air conditioner, which would have placed an intolerable burden on the diminutive engine.

By 1961 a much more robust 170-c.i.d. engine was a \$37 option, and a dolled-up two-door model featuring bucket seats and console was added to

the line as the “Futura.”

Meanwhile, on November 2, 1959, Lido “Lee” Iacocca had become vice president of the Ford Division, and on January 3, 1961, Robert McNamara had left Dearborn to become Secretary of Defense in President John F. Kennedy's cabinet.

Ford was about to experience some changes.

Iacocca moved quickly to add a little pizzazz to the Falcon image. A “Squire” station wagon, complete with ersatz wood trim, was added to the 1962 line, and at mid-season the Futura was given a squared-off, Thunderbird-inspired roofline. It wasn't until 1963, however, that the Falcon felt the full impact of Lee

Iacocca's fine Italian hand. Changes were numerous that year, and highly visible:

- The Futura became an upscale Falcon series, consisting of two- and four-door sedans (the former supplied with either bench or bucket seats), and Falcon's first convertibles — three of them, including the sporty Sprint version, a mid-season offering. Also new at mid-year was a pair of high-styled, semi-fastback hardtop coupes. No longer did the Falcon wear Professor McNamara's granny glasses.

- All Falcon sedans adopted the Thunderbird-inspired roofline, first featured on the 1962½ Futura.

- V-8 power became available in the form of Ford's 260-c.i.d. small block engine, providing outstanding performance at surprisingly little sacrifice in economy.

- A four-speed transmission was offered at extra cost.

Changes for 1964 were more modest, yet even more visible. The Falcon was re-skinned below the belt line, giving it a series of horizontal creases which strengthened the sheet metal while tending to make the car appear longer and lower. The 200-c.i.d., 120-horsepower Fairlane six became a Falcon option that year, supplying a welcome dose of vitamins at modest additional cost.

Then at mid-year the Mustang came galloping into view, cannibalizing Falcon sales — particularly those of the sporty hardtop and convertible body styles. At the same time, the mid-sized

